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ABSTRACT

This three part study is an evaluation and planning tool based on information and techniques presented in a seminar conducted in 1975-76 called "Institute on Developing Dynamic Public Library Services Responsive to Community Needs." It is a synthesis and analysis of information available about the Old Bridge Township community and library services in order to create a picture of the existing relationship of the community to the library. Part I gives a "portrait" of the community based upon observations, interviews with local organization and municipal leaders, and previously published reports, histories, plans, and other material. Part II analyzes characteristics of the township utilizing census tract data to provide profiles on population distribution, age, family structure, education, public school enrollment, employment and occupational status, family income, and housing. The Old Bridge Public Library's history; programs; staff and organization; finance; relations with other libraries; previous library studies; services; collection statistics; circulation statistics by census tract, age/sex of borrowers, student/occupational status; and an analysis of library registration by age/sex and student occupational groups are presented in Part III. Recommendations and conclusions for improved services, growth, and expansion to make the library more responsive to the expressed and implied needs of the community are included. (JPF)

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OLD BRIDGE TOWNSHIP

Its people ... Its library

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

Old Bridge Public Library
Sara Eggers, Director
Gaile Grele, Reference Librarian

1975-1976

IR005 830

PREFACE

As mayor of Old Bridge Township I am happy to accept and transmit this report on the community and the public library which has been prepared by the library administration. I am especially pleased to see that the library is carrying out the policy of analysis and planning which the township government attempts to follow in all its activities and decisions.

Despite the great increase in library services and collection in the five years since municipalization, the public library is still far below the standards we hope to set for it in Old Bridge Township. In a rapidly-growing municipality such as this, it has not been possible to develop all services to the same degree at the same time. Financial problems will be no smaller in the immediate future.

However, I know that I speak for the government and administration of Old Bridge Township in my approval of the goals and objectives set for a complete, innovative and effective library system. We shall certainly support the library in these goals in all ways to the best of our ability. The library Board of Trustees and staff deserve our thanks for all they have done for the people of this community and our encouragement in their present and future efforts.

Mayor George E. Stone

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FORMAT AND METHODOLOGY

This report is the result of U. S. Office of Education library training institute on Developing Dynamic Public Library Services Responsive to Community Needs which was presented by the Syracuse University School of Information Studies. Old Bridge Public Library was one of 22 libraries in ten New England and Mid-Atlantic states which met under the direction of Dr. Roger Greer.

Phase I was a workshop to discuss the purposes and goals of the Institute and the libraries, to determine the form and content of reports, and to learn how to analyze U. S. census data, to conduct a community study, and to sample library files of circulation, registration and collection data. In Phase II participants worked at their own libraries, collecting and analyzing data and information, sampling files and analyzing the results, and preparing a draft report. Each library was visited by a member of the team who helped to organize material and made suggestions for additions and deletions. Phase III was a second workshop to present draft reports for comments and revision, and to discuss the setting and implementation of goals and objectives, and the evaluation of results.

This report proceeds from the general to the specific, beginning with the community as a whole and proceeding through the characteristics of the population to the library itself. The specific methodology for each section of the report differs and is included in that section.

1. The portrait of the community is based upon observation, interviews with local organization and municipal leaders, and previously published reports, histories, plans and other material.

2. The analysis of the population is based upon U. S. Bureau of the Census tract data for the 1970 census. So far as possible, these data have been updated, using current school enrollments, planning department statistics, and other sources of up-to-date population information.

3. For the section on the library, in addition to the published materials mentioned above, sources were library scrapbook, minutes of Board meetings, monthly Director's Reports, budgets, annual reports, and statistics, as well as special library reports. Random samples of current circulation records and of registrations were analyzed. In each case, the sample of 400 was taken from the combined records of both branches and both bookmobiles on a single day.

In all, the methodology employed here was based on sampling community activities as well as library services in order to create a picture of the existing relationship of the community to the library. This report provides a basis to plan for library services that are responsive to expressed and implied needs of the citizens of Old Bridge Township.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Old Bridge Township is the third largest municipality in Middlesex County, with a recently arrived population which is above average in income and education, largely in the most productive years of age but with a great number of children and a growing group of senior citizens. The township occupies a large area, accessible from big cities, including New York City, and attractively situated on Raritan Bay. There is a school system of high quality and municipal services are growing rapidly.

There is a large potential for future growth in Old Bridge Township. The moratorium on building of the late 60's, which has been prolonged by the national recession and by legal problems of zoning in New Jersey, has provided a chance to consolidate previous gains, to bring current services up to standard, and to plan for the future. Growth in the coming years will be affected by the economy as well as by the state, county, and area situation and plans, but will be regulated in any case by the local government. The Old Bridge community is committed to orderly, efficient and attractive growth.

Old Bridge Township has its problems. The rapid expansion of the past twenty years has produced a fragmented and divided community, lacking both a physical and psychological center. The new municipal complex is one attempt to meet this difficulty. Old Bridge Township also lacks business and industry, making it a "bedroom community" with a high tax rate for homeowners.

In every way, Old Bridge Township is a community that needs, wants and deserves a good public library system. The profile of the average township citizen is that of a typical library user: educated beyond high school, above average income, owner of property and part of a young family, upwardly mobile. There have been many complaints from these citizens about the lack of adequate library service, and they have responded to every expansion of service with a corresponding rise in library use.

Furthermore, the library is eminently qualified to contribute to the present community and to its expansion. It can and should become a center for cultural, educational and recreational activities. A good library system will be an attraction for future development, including that of business and industry, and a focus for community identity and pride.

Recommendations

A - Old Bridge Public Library should reach out into this community and become an active part of it, working with organizations, groups and the municipal government to the greatest extent possible. To achieve this objective, the library should:

1. support community organizations by providing materials, equipment and space for their programs and activities;
2. provide programs on library services both in the library and at outside meetings;
3. provide materials and information on municipal government and on county, state and national government so far as possible, including statutes and regulations, minutes of meetings and background information;
4. provide a basic business collection and services for support of business and industry;
5. cooperate in joint programs with local groups, organizations and governments;
6. provide video-taping of important local events and meetings;
7. provide displays and distribution of materials for local groups;
8. prepare lists of relevant materials where appropriate;
9. promote input from all local groups on desired services, programs and materials;
10. collect and organize information on community organizations and resources, including an up-to-date community calendar;
11. provide mini-collections at community centers;
12. provide programs for employees in the civic complex.

B - The Old Bridge Public Library should become an informal community center for all patrons. The library should offer the comforts, materials and services which will make it an attractive place to visit. Among other things, the following should be provided:

1. an attractive and comfortable setting for work or relaxation;
2. a record browsing collection with earphones and players;
3. an area for games and puzzles with both circulating and in-library collections;
4. a children's area with picture books, records or cassettes and players, film strips and viewers, toys both for circulation and in-library use;
5. space for formal and informal groups;
6. community bulletin boards for announcements and other material;
7. a bulletin board or notebook for personal messages.

C - Old Bridge Public Library must offer reliable, current materials for the information and education of its patrons. The library must work with the schools and other libraries to provide back-up and depth material for all local schools. It should offer or obtain not only materials but counseling for any individual interested in self-education. It should:

1. provide reference and information service, answering questions, making referrals and suggesting further sources;
2. provide a basic informational source for adults and children, including pamphlets, periodicals, film-strips, cassettes, records and other appropriate materials;
3. provide microfilm reading and copying as well as regular copying service;

4. provide audio-visual equipment for use in the library and circulation;
5. help patrons interested in self-education, formal or informal;
6. cooperate with the school system, including the adult school, and especially the school libraries, in offering equipment and materials for classes and students;
7. organize the library collection so that it is accessible to patrons;
8. provide indexes and catalogs, arranged to make information accessible, and offer instruction in using these materials;
9. work with other libraries to provide materials and services which are not available locally;
10. offer space for community college courses;
11. build a collection for local teachers and education students.

D. Public interest in and demand for arts is growing throughout the nation. The Old Bridge Public Library should become the cultural center of the community which now lacks one. The library should provide the following:

1. books on art, theatre, film, dance, music, etc.;
2. recordings of the best music and spoken works;
3. circulating art reproductions, including prints, posters and sculpture;
4. programs of criticism and discussion, as well as live music, art, dance and theatre;
5. TV presentation of local programs and events.

E - Bookmobile service is especially important in this large area with its pockets of population. Old Bridge Public Library should:

1. provide weekly bookmobile service throughout the township;
2. employ a back-up driver to cover the routes when the regular drivers are on vacation or sick leave;
3. provide service to the new hospital when it is completed;
4. give service to shut-ins on demand;
5. provide bookmobile service at special events and programs in the community.

F - There are too many people in Old Bridge Township who do not know that there is a library, where it is or what it provides. The library should employ publicity and public relations, including:

1. increase registration from 21% to 40% of population by signing new patrons at community meetings and other special events;
2. provide information through newsletters, fliers, newspapers and all available media;
3. publicize library activities through schools, churches and organizations, by means of their systems of announcements;
4. work with other libraries to publicize general library needs and activities;
5. work with the media to promote support for the library;

6. provide information on the library, its history, goals, policies, achievements and problems, through reports and talks to community groups;
7. work to obtain adequate funding with national, state and community organizations, the Friends of the Library and individual patrons.

The library's goal is to provide materials, services and programs for every individual and group in the community. No institution can provide everything for everyone at every time, but Old Bridge Public Library should work for continuing, orderly growth. Time and money must be spent first on the services, materials and programs that will be of most value to the citizens and the township.

Despite restrictions of facilities and monetary resources, the Old Bridge Public Library has advanced steadily. The opening of the central library will offer new chances for innovations and extensions of service. It is an excellent opportunity to bring Old Bridge Public Library at last up to the level that the township wants and needs. Every effort must now be devoted to meeting this challenge by carrying out the recommendations of this report.

I - OLD BRIDGE TOWNSHIP

Summary

After a period of very rapid development in the 1950's and 60's, with a seven-fold population increase, Old Bridge Township has entered a period of stabilization. Future growth is planned but it will be controlled. At present the township has two older centers of population: Old Bridge and Laurence Harbor/Cliffwood Beach. New houses and apartments have been built mostly along major traffic routes, and there are other scattered residential areas. The township is both divided (by U. S. Highway 9 and by the distance between Old Bridge and Laurence Harbor) and fragmented (with no one population, commercial or social center). However, the municipal center now in construction is logically sited to become the center of a true community, and the municipal government is putting strong emphasis on developing services which will improve the appearance and amenities of the township and create a sense of community pride.

At present, however, Old Bridge Township is still suffering from an identity crisis. Previous to the referendum of November 1975, there was not even a postal address or zip code for the township. "Madison" is a town in Morris County, two hours northwest of this township, and the people of Madison Township describe themselves as residents of Laurence Harbor, Cliffwood Beach, South Amboy, Parlin, Matawan, Old Bridge (which are postal addresses); of Browntown or Cheesequake (which are older area designations); or of particular housing or apartment developments, such as Lakeridge, Heatherwood, Southwood, Cheesequake Woods, Arbors, Sayewoods South, Madison Park, London Terrace, Central Park, Nieuw Amsterdam, Parkwood, Glenwood, etc. The change from Madison Township to Old Bridge Township will give both a postal and map identity, but there is potential confusion from the fact that parts of the town of Old Bridge have postal addresses in South Brunswick, Spotswood and Sayreville as well as Old Bridge Township.

The library is one institution that serves the entire community, with branches in both the older population centers, bookmobile service to the scattered housing and apartment developments and the new central library going up in the municipal complex. However it has barely begun to realize its potential of use. The new building, with its central location, could become a cultural center for the community, since none now exists. The Civic Center being constructed next to the library will offer space for meetings and recreation, but will not have the material resources for cultural activities which the library can and should provide: music, film, art and sources for other cultural programs such as TV, theatre, dance.

History

Before the referendum of November 4, 1975, this was Madison Township, named after the fourth president of the United States. It became a municipality on March 2, 1869, upon secession from South Amboy, but its history extends back much further. The first recorded resident was a son of Thomas Warne, one of the original Proprietors of East New Jersey, in 1685, and another early settler was John Brown, whose family became major landholders in the Browntown area. Before the Revolutionary War, the active center of the township was the Cheesequake area, where Cheesequake Creek was available for travel, energy and commerce. The town of Old Bridge, founded in the 17th century on the western edge of the township, was another established population center. Early commerce depended on a variety of mills: paper, lumber, powder and grist; as well as pottery and licorice factories. Cheesequake was also the home of the Revolutionary War hero, Major General James Morgan, and remained the main settlement of the township until after World War I.

During the 19th century and up to World War I, Madison Township had an almost exclusively agricultural economy, producing garden crops for sale at Perth Amboy market or shipment to the New York City area via Cheesequake Creek and the Raritan Bay. In the 1920's the first urbanization took place when the Laurence Harbor area became a popular summer resort, with a boardwalk and a casino. Many of the summer bungalows became year-round housing during the depression years, and pollution of the Raritan Bay led to further decline as a resort area. In this area farmers did not suffer as much during the 30's as wage-earners, so the township economy remained fairly stable.

After World War II a suburban building boom took place nationally, spurred by general prosperity, social emphasis on family values, special mortgage rates for veterans and new mass construction techniques. In the secondary boom after the Korean War, Madison Township became the destination of many former city dwellers especially from the New York/Newark/Jersey City area. The first housing developments were built in the late 1950's in the Old Bridge area (Southwood), along Route 516 toward Highway 9 (Sayrewoods South) and near Sayreville (Madison Park). Through the mid-1960's exceptional growth continued, its pattern following that of the economy, with middle-income developments succeeded by more expensive houses in separate enclaves, and then by groups of garden apartments along major thoroughfares. By 1969 it was necessary to put a moratorium on further building until township facilities such as schools, sewers and water could be provided. Following the moratorium, uncertainities about the national economy and state zoning decisions have combined to hold further construction to a minimum.

The growth in population is shown below:

	1940	1950	1960	1970	1975 (est.)
Madison (Old Bridge) Township	3,803	7,366	22,772	48,715	53,500

Population, which doubled from 1940 to 1950, tripled by 1960, and more than doubled again by 1970, has now stabilized at a steady growth rate. Various projections have estimated population in 1985 as anywhere from 61,800 to 146,100 (see Table 1) but a figure of 65,000-70,000 is being used for planning purposes by the township. There is, of course, the possibility that external factors will again cause major expansion, but this will occur on a rational rather than haphazard basis under the control of the present Planning and Zoning Boards and Departments, in line with township, county and state master plans.

> *The rapid growth of Old Bridge Township has resulted in a large population of families without strong community identification or ties, but with demands for services comparable to those in the cities they have come from -- including good libraries. They should support efforts to make Old Bridge Public Library a better and larger library.*

Topography, Terrain and Roads (see Maps 1 and 2)

Old Bridge Township covers an area of 42 square miles in the rough form of a parallelogram 4 miles high and 10 miles wide, situated about 40 miles southwest of New York City, 30 miles southwest of Newark, and 90 miles north of Atlantic City. Terrain is flat to gently rolling, the soil generally somewhat sandy with areas of clay in marshes, stream beds and swamps. Of the 25,108 acres of land available in the township at the end of 1975, 14,776 are adequate or suitable for development, 10,332 unsuitable. Most of the unbuilt land is devoted to agriculture but there are large wooded areas in Cheesequake State Park and the Runyon and Duhernal Amboy Water Sheds in the northern areas of the township. The largest waterway is Cheesequake Creek, no longer navigable, which flows into Raritan Bay. Other streams, such as Deep Run, have become negligible.

The township is physically and psychologically bisected by U. S. Highway 9 running from north to south. This is a 6 lane divided highway below N. J. Highway 34, shrinking to 4 lanes above that point. Its intersection with Ernston Road at the northeastern border of the township is a site of abnormal traffic congestion, but otherwise traffic flows freely. Roughly parallel to Highway 9 but of less importance to the township are the Garden State Parkway and New Jersey Highway 35 to the east and the Englishtown Road (a secondary road) to the west. State Highway 18, which runs northwest from 9, is an excellent road relatively unused, although above Old Bridge Township, in East Brunswick, it is a major commercial route, with extensive shopping facilities but also urban blight.

Highway 9 is crossed by two heavily used roads, State Highway 34 and Middlesex County Route 516 (Matawan Road) which continues to the west as Englishtown Road. Highway 34 to the east of Highway 9 has commercial development along its length as well as apartment and housing developments

MADISON TOWNSHIP HOUSING STUDY

POPULATION PROJECTIONS FOR MADISON TOWNSHIP FOR 1975, 1980 and 1985

Method	Number of People			
	1970	1975	1980	1985
Extrapolation (a)	48,715	75,500	97,400	146,100
Ratio (b)	48,715	59,900	72,250	85,800
Employment Participation (c)	48,715	51,700	60,000	70,000
Housing (d)	48,715	58,000	70,500	85,000
Component (e)	48,715	52,700	56,800	61,800
Middlesex Plan (f)	48,715	64,930	80,580	96,220

(a) Straight line projection based upon 1960 to 1970 trend.

(b) Based on average of local to county share for last two decades as follows: 1950 = 2.8, 1960 = 5.2, 1970 = 8.3, 1975 = 9.7, 1980 = 11.1 and 1985 = 12.5. Abeles, Schwartz and Associates projections for total county population was the base used.

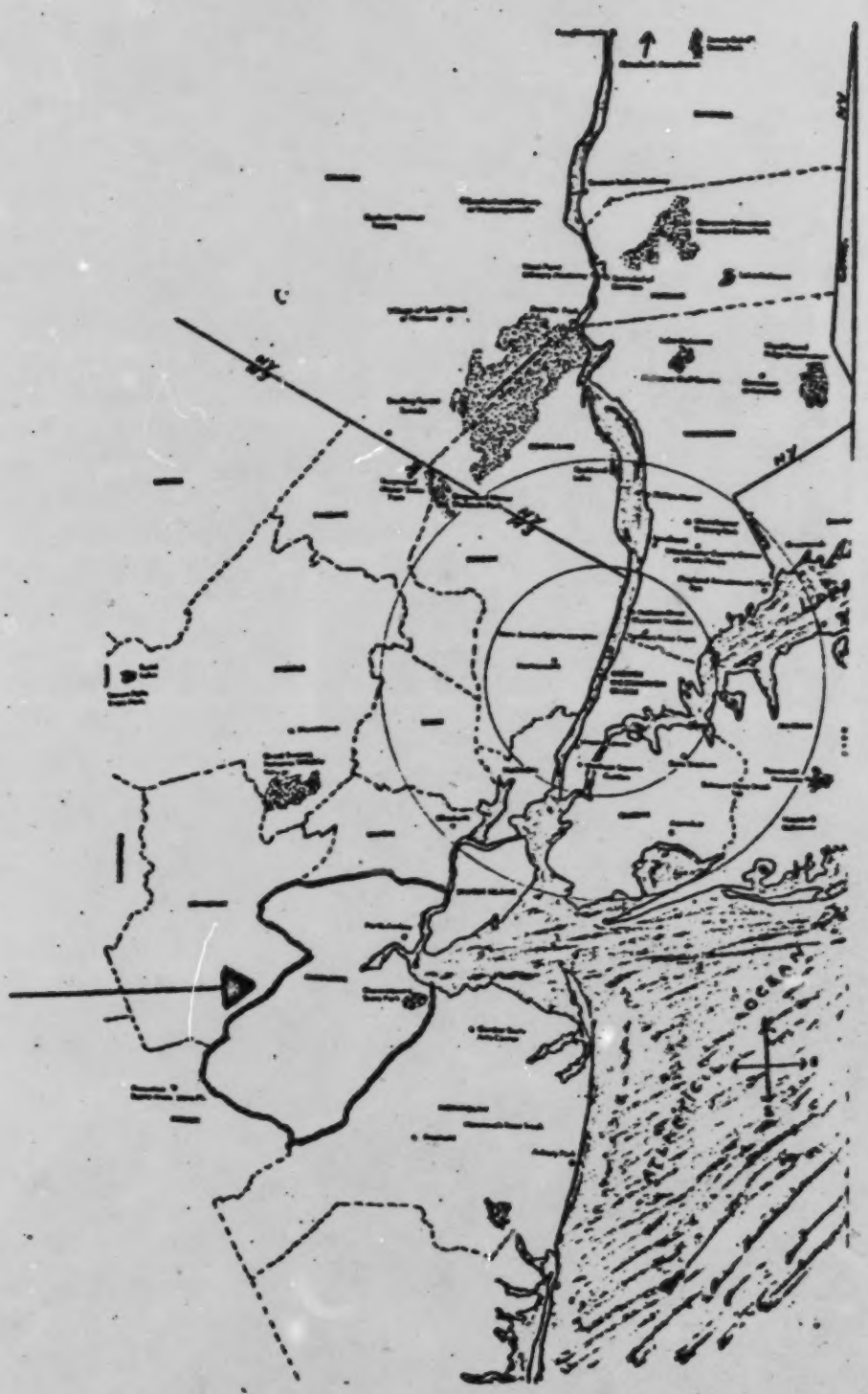
(c) Similar to ratio method above but base depicts relationship of employment to total population. Middlesex County employment projections for total county was the base used.

(d) Assumes changes in housing stock reflects changes in population. Generally one of the most reliable methods and is utilized in HUD-FHA market analyses.

(e) The component or cohort-survival method reflects changes in natural increase and migration for five year age groups from the base (1970) year. This method is generally more reliable at the regional level because fertility and migration factors are not locally adjustable.

(f) 1980 figure interpolated by Abeles, Schwartz and Associates.

SOURCE: U.S. Census, 1970, Middlesex County Master Plan and Abeles, Schwartz and Associates.



MAP 1 – Middlesex County, New Jersey

clustered near Highway 9. Route 516, although only a two lane road running from Old Bridge to Matawan in Monmouth County, is a main thoroughfare of the community, with the most extensive areas of postwar housing construction, a shopping center, several large churches, the Little League and Pop Warner playing fields, and both high schools. It is on Route 516, 3/4 mile from its junction with Highway 9, that the Municipal Complex, including the new central library, is being built, and it is hoped that this route can be widened and improved by Middlesex County. In the past, additional major expressways and highways which would pass through Old Bridge Township were projected, but have been cancelled.

Local roads are kept in good condition by the municipal Department of Public Works, composed of the Roads Division and Sanitation Division, which has jurisdiction over 180-190 miles of secondary and feeder roads, excluding streets within developments. They also, with the Engineering Department, set specifications for roads in new developments.

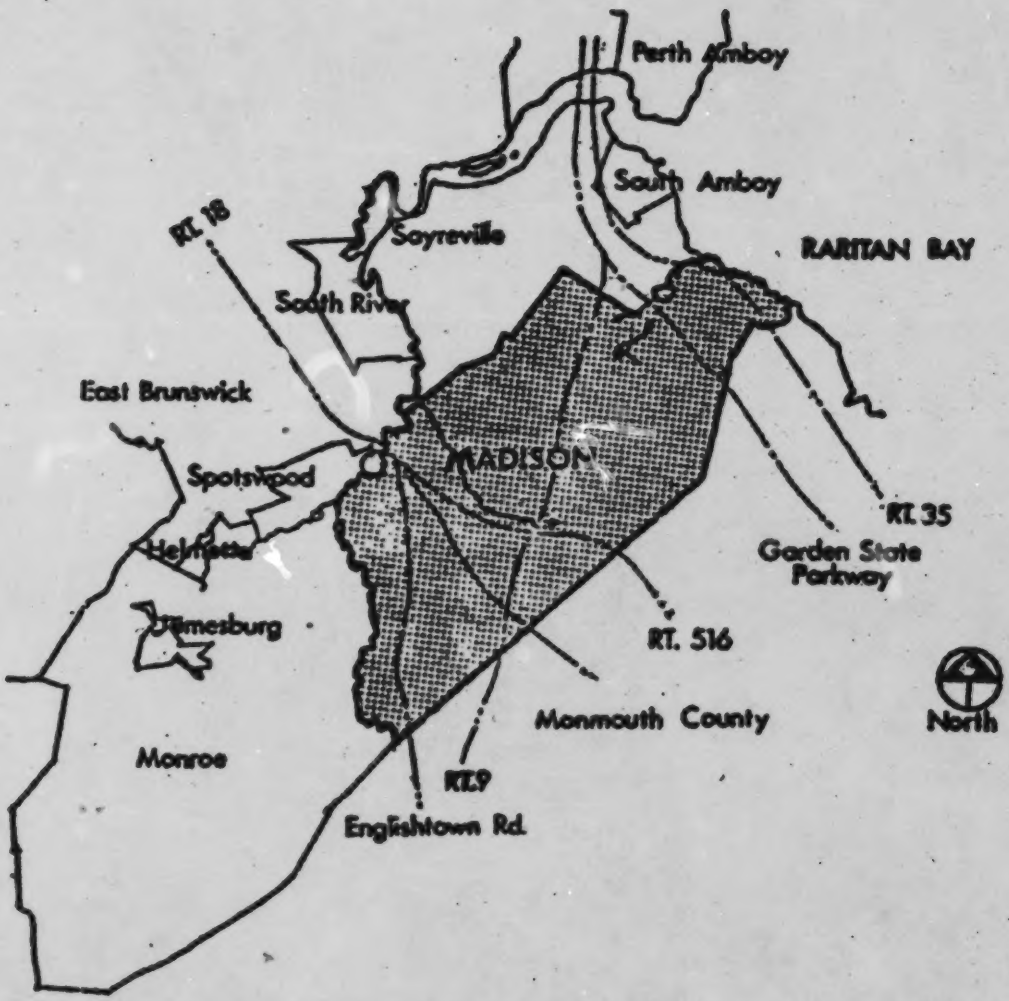
Public transport in the township is minimal. There is no railroad. Several bus lines use Highways 9 and 35 and Route 516, providing service to New York City and Atlantic City at the farthest, with other terminals at New Brunswick and Perth Amboy. A local line serves Sayrewoods South from South Amboy, but it is impossible to go from Old Bridge to Laurence Harbor by public transport, or even by the Senior Citizens' bus. Because the township area is so great, and residential and commercial areas so widely separated, nearly all movement is by automobile.

Since Highway 9 and Route 516 are major arteries, the new central library is well placed. Both present branches are on main roads (Highway 35 and Route 516) and are easily accessible. Because automobile travel is usual, adequate parking space is a major consideration for the new library.

There are very few roads between the main thoroughfare, which makes direct travel from one section of the township to another difficult. Bookmobile service has therefore been and will continue to be necessary to serve many parts of the community.

Education

The Old Bridge Township school system operates a total of 19 schools: 2 high schools, 2 middle schools (grades 7-9), and 13 elementary schools (see Table 2), plus 2 old school buildings (Browntown and Willis) used for special education, offices and child study. Many of these schools were built by developers as a requirement of residential construction and are minimal in standard though fairly new. The older schools, such as Memorial and Cheesequake, have been added to and renovated. The last major construction completed was that of Cedar Ridge High School and Sandburg Middle School in 1967, which have excellent facilities, as do Salk Middle School, the twin of Sandburg, and Madison Township High School.



MAP 2 – Madison Township – Middlesex County, New Jersey

Table 2

CLASSROOM CAPACITY AND ENROLLMENTS

School Elementary	Optimum Enrollment Capacity	*Maximum Enrollment Capacity	Enrollment October 31, 1975
Carpenter	575	690	479
Cheesequake	475	570	609
Cooper	300	360	368
Glenn	325	390	339
Grissom	325	390	373
Madison Park	675	750	612
McDivitt	820	965	774
Memorial	600	720	636
Miller	225	270	380
Salk Middle School	1414	1620	1048
Sandburg Middle School-Schirra	1414	1620	1050
	475	570	608
Sheppard	350	420	342
Southwood	700	780	665
Voorhees	625	750	666
Total Public Elementary Schools	9298	10865	8949
Madison Township High	2052	2414	1975
Cedar Ridgh High	2035	2394	2038
Total Public High Schools	4087	4808	4013
Total Elementary and Public High Schools	13385	15673	12962

* Maximum enrollment is calculated at the rate of 30 pupils per classroom, as recommended by the state Board of Education.

Data compiled by Herbert H. Smith Associates 1969 Enrollment figures Oct. 31, 1975

The school system emphasizes basic skills but also offers courses in various career areas and in special subjects such as oceanography, journalism and ecology and environment. Their special education program has been one of the most comprehensive in the state, enrolling children from three years of age on the basis of referral by teachers and testing, both in school and out. The pre-school education program (PEP) has been very successful. There is only 1 private, commercial nursery school in the municipality.

Despite the slowed rate of expansion in Old Bridge Township and the national decline in birth rates and school enrollments, the number of pupils in the public school system has remained fairly steady. Total enrollment was 12,962 in 1975, compared to 12,198 in 1970. As can be seen from Table 2, some schools are still crowded and any major expansion of the community would make new construction necessary.

Like most school systems in the country, Old Bridge Township public schools are encountering great resistance to further expansion and even to continuing programs. The financial malaise of the nation has resulted in pressure to keep tax rates down and led to a general reaction against "frills". In addition, the impact of the New Jersey mandate for "Thorough and Efficient" education on a state-wide basis has yet to be felt.

Parochial schools are operated by both St. Ambrose and St. Thomas churches. St. Ambrose has an enrollment of 350 in grades 1-8 and St. Thomas has 556 students in the same grades, a decline from its peak of 1100. Both facilities are fairly new but as public education has improved and financial burdens on families increased, the role of the parochial school has declined. The Catholic churches also offer extensive programs in religious education outside of school, as does Temple Beth Ohr, and the Protestant churches have Sunday School and youth programs.

> *The lack of facilities for pre-school education puts great pressure on the library to provide story hours and other programs and services. This demand has been largely met. Contemporary educational emphasis on research rather than text books has made school-age children major library users, especially those in junior and senior high schools. Present physical plant and collection are woefully inadequate for this group, but the new library building will offer much greater resources and facilities. Since it is very conveniently located between Madison Township High School and the Sandburg-Cedar Ridge complex, it will probably be inundated. Plans to provide equipment, materials and services for students and school staff must be made accordingly.*

A very popular community school for adults operates under the township school system on a 10 week program basis, offering courses in business skills, creative arts, language, personal improvement, practical arts and recreation, as well as technical and career oriented courses. In addition it has provided a series of special programs conducted by the township Police Department Community Relations Unit on bunko, rape, burglary and alcoholism. Enrollment in the fall term in 1975 was approximately 3600.

There are no post-secondary educational institutions in the township. Residents attend both Brookdale Community College, located in near-by Lincroft in Monmouth County, and Middlesex County College, in Edison, N. J. Brookdale offers mini courses, lectures and seminars to the community at large and also has an active Women's Center, serving needs and interests of area women. Both colleges are committed to community education and Middlesex County College has expressed an interest in offering seminars at the library when space is available. At present it offers courses at Madison Township High School independently of the community school, as well as a series of seminars in conjunction with it. Registration and orientation for the CLEP (external degree program) of the Thomas A. Edison College (which has no physical plant) were also offered by the community school. Two major universities, Rutgers and Princeton, are within driving distance.

The library has begun to work with the community school, listing library services in the school brochure, and preparing a bibliography for community school courses. The library should get collection suggestions from school staff and inform them of supportive services and materials the library can offer. When the new building opens, the library should pursue the possibility of offering seminars through Middlesex County College and/or Brookdale. It should also provide materials on CLEP and the Thomas A. Edison College as well as consulting service for residents studying under those programs.

Religious Groups and Facilities

The Roman Catholic and Jewish faiths claim the greatest congregation in Old Bridge Township but the major Protestant churches are also represented. There is no interfaith council or organization but St. Thomas Roman Catholic, Simpson Methodist and the Lutheran Church of the Good Shepherd combine to hold three ecumenical services each year.

Within each faith, levels of activity and involvement vary, but all churches have seen some falling off of membership, especially among the young, in recent years. Most offer a range of social and charitable activities for various member groups and three sponsor senior citizens

clubs. Facilities for meetings and events of outside groups vary, with some churches not open, some providing space only on a rental basis and others welcoming other organizations on varied bases. Certainly the churches and temple are a major source of meeting space within the community, but the degree of community interest and involvement does not follow denominational lines.

> *St. Thomas Church formerly had a library and donated its collection to the Old Bridge Public Library when they could no longer continue it. Some of the churches have been very cooperative in offering space and publicity facilities (including church newsletter space) to the library. These relationships should be developed for mutual benefit.*

Recreation

Organizations

Because of the composition of the population - male commuters and housewives with young children - there are no large community organizations in Old Bridge Township, and the same few people are likely to be active in several. Most of the organizations in the township, with the exception of the scouts, 4H and religious youth groups, are adult oriented.

Of the women's organizations, the local League of Women Voters, first organized in 1964, has been very active on social and political (non-partisan) issues. It has also produced many committed individuals now involved throughout the community. The League of Women Voters is now preparing a combined Know Your Schools/Know Your Township publication to replace outdated ones. The Laurence Harbor Women's Club and the Old Bridge Women's Club, originally formed from a card group and a garden club respectively, were leaders in establishing library service in the township. Both are fairly small organizations (25-50) of volunteers available for service as requested, on both an individual and a group basis, with regular informational and social meetings, various fund-raising activities and usually one major community project. There is a similar Mid-Madison Women's Club, and an active Suburban Women's Club at St. Thomas Roman Catholic Church. The Jayceettes are an offshoot of the Jaycees and work for community projects with them. The various religious groups in Old Bridge Township sponsor women's clubs devoted to education and service as well as fellowship.

There are corresponding men's groups at churches and temples, in addition to such fraternal organizations as the Elks, Lions, American Legion and Veterans of Foreign Wars. Other men's groups, such as the Friendly Sons of the Shillelagh, have an ethnic basis or are devoted to community and charitable projects, as are the Jaycees. One men's organization, which has been especially generous to the Old Bridge Public

Library is the Madison Township Community Center Corporation, an organization originally established to distribute funds raised by the Jaycee fair. The fair has been discontinued but remaining funds are still being distributed by the corporation and the Jaycees now raise funds at the county fair.

Among community-wide organizations are the Italian-American Club and the Township Historical Society, which maintains a small museum in the original schoolhouse. The Theatre Guild, which is sponsored by the community school and Department of Recreation, will present three productions in 1975-76. Since its formation, requests for plays and materials on stagecraft have increased at the library. The newly formed Chamber of Commerce and the Madison Township Rotary are oriented to business and the professions.

There are several homeowners associations in the township, as well as apartment tenants associations formed to act as bargaining groups with landlords. The Cheesequake Woods Homeowners and Lakeridge Associations were both formed when these developments were built. They have continued both as social groups, a role now declining, and to maintain group facilities and properties - ranging from gate sign and gaslights at Cheesequake Woods to the swimming pool at Lakeridge. They encourage a feeling of neighborhood within their developments and may represent the group on municipal issues. The Laurence Harbor and Cliffwood Beach Area Homeowners Association, on the other hand, has the sole purpose of upgrading their community, an important municipal, if non-political, issue. PTA's, 12 in number, are also formed on a neighborhood level.

> *The library has not been actively involved with community organizations in recent years. The new community calendar and the fact that the library can provide display space and programs both inside and outside the branches should be actively promoted. The library should compile a resources file and publish an organization directory with information on officers, meetings and areas of interest or service. Furthermore, the library should actively seek to address various groups and take library registrations at meetings.*

The Senior Citizens Clubs of Old Bridge Township are among the most active organizations and a great underutilized source of talent and volunteers in the community. There are at present seven groups, including three which are church-affiliated but open to all, and one at Cheesequake Village, a senior citizen apartment condominium. Another is in the process of formation but it is expected that even eight will not meet the demands for recreational and social opportunities, as growing numbers of older people move into apartments in the community.

The Department of Recreation and Parks provides an arts and crafts program, visiting each club monthly, and the Senior Citizens Affairs Office has organized some excursions, as well as providing a regular minibus schedule and an office for information and referral service, and free or discounted tickets. There have been no regular nutritional programs such as school lunches or meals-on-wheels, except for one monthly social gathering for a meal at Cedar Ridge High School, with a $1 charge and a limit of 100. People 60 or over can also get lunches daily for 50¢ at the Sayreville Civic Center, a program sponsored by the YWCA of Central Jersey.

> *Old Bridge Public Library offers bookmobile service, including collections of Large Type books, to the nursing homes and to the adult condominium, Cheesequake Village. Since autumn 1975, both the Laurence Harbor and Old Bridge branches have been regular stops for the senior citizens' bus. The library should offer to provide programs for the senior citizens clubs and promote especially such items as Large Type books and AV materials. The library can also provide information and act as an agent for the Talking Books program. In return, there are undoubtedly many retired people who have special talents, skills and abilities which could help the library, especially in providing programs.*

For the young, in addition to church-sponsored activities, there are Cub and Boy Scout and Brownie and Girl Scout troops, as well as seven 4H groups, three of them horse-oriented. A teen center recently opened in one apartment complex, and Old Bridge Public Library has contributed a collection of paperbacks to it.

Commercial Recreation Facilities

There are three movie theatres on Route 9, of which one shows only X films, and one bowling alley. Otherwise, this is an area which needs development badly

Sports

The most important events in the township and most effective in creating a community feeling are the games of the five Little League Baseball and four Pop Warner Football teams for children. There are also five girls' softball teams. Basketball has not been organized on a township basis, but there are now two soccer teams. Some churches and the temple also support teams in various sports, particularly basketball. Other sports are represented locally by a township Hockey Association and a Tennis Association. The building of a skating rink and tennis courts near the municipal complex will further these interests. There are numerous bowling leagues, some sponsored by various groups, including churches, and others independent organizations, such as the Madison Township Library Bowling League, which raises money for annual gifts to the library.

A commercial receway for stock cars, in the western township, has extensive facilities including an airfield and draws very large audiences (up to 40,000) but it is a regional, rather than local, sports facility.

Although many of the housing developments and apartment complexes have swimming pools, there are no public pools in the township. Swimming is sometimes possible in Lake Duhernal or in Raritan Bay. Pollution problems in recent years have precluded the development of active boating or other water sports, although there are several small marinas.

The library collection should include materials on techniques and rules of sports, as well as popular works on sports heroes and events. Booklists on the sports listed above, especially for young people, should be popular. Paperback collections at local pools might be established.

Parks and Recreation

Old Bridge Township is the site of Cheesequake Park, a state park of 2247 acres providing picnic and camping areas, swimming and nature study. Lake Duhernal, the Garden State Art Center and Holmdel and Thompson Parks in Monmouth County are other nearby recreational facilities.

A small neighborhood playground has been constructed in the Central Park development near Highway 34 and a playground at Cliffwood Beach improved and renovated. Both are extremely popular. These fall under the jurisdiction of the municipal Department of Recreation and Parks, which has become a very active and innovative force in the township. They have begun work on the beach in Laurence Harbor to make it more attractive and usable, are building playing fields and playground on Pension Road and, with the Planning Department, are projecting both neighborhood parks and wilderness areas under the state Green Acres Plan. Their emphasis is on beautification as much as facilities.

In addition to the Pension Road project, there are the Little League and Pop Warner fields on Route 516 and the playgrounds and fields of the various schools. The school system works closely with the Department of Recreation and Parks and has made facilities available for both summer and year-round recreation programs. The summer program includes sports and play, arts and crafts, special events and films, as well as special recreation for the exceptional child. Fall schedules include arts and crafts (with special programs for senior citizens, preschool children and holiday crafts), art, dance, drama, twirling, cheerleading, guitar, model airplanes and sports.

Since the library also offers recreational materials and programs, it should work as closely as possible with the Department of Recreation and Parks. In 1976, bookmobile visits to the summer recreation programs have been scheduled and story-tellers trained by the

library. Summer reading and crafts programs at the library could also become part of a combined recreation program, and the library can furnish or obtain A-V materials for Recreation Department programs.

Business and Industry

In 1962 it was calculated that 162 persons were employed in manufacturing and wholesale trade in the township; in 1969 estimated employees were 200. As of 1975, 1458 employees were reported by 21 of the 40 industries listed by the Old Bridge Township Industrial Commission. Of these only three firms listed more than 100 employees, the largest reporting 500, but it is evident that there has been expansion despite the handicaps of high taxes, environmental regulations, soil and water problems and a state-wide surplus of office and industrial space. Although no new plants are being built in Old Bridge Township, only one office building is vacant

Like all New Jersey communities, Old Bridge Township would like to attract major industry (preferably clean and quiet) to the area in order to lessen the tax burden on homeowners. This is supported by a high proportion of the residents. Despite the handicaps mentioned above, its geographical location should give it an advantage when the state and national economies recover, but additional highways would provide an extra empetus. Areas have been set aside in the master plan for industrial parks, but their development is unlikely.

While there are numerous small neighborhood shopping centers and a few community ones, there is a lack of retail and other business activity. The shopping centers which do exist are dominated by supermarkets, surrounded by smaller stores. There are no department or large furnishings stores, so that much shopping is done at large malls outside of the township, often on Highway 18 in East Brunswick or at the Woodbridge Shopping Center. The Amboy-Madison Bank has several branches in the community, other banks are represented, and some real-estate and insurance offices are located in the township.

A Chamber of Commerce, affiliated with the Raritan Valley Regional Chamber of Commerce, was formed in May 1975 with the prime objective of attracting and expanding business to reduce taxes to the homeowner. It was first proposed by the township Industrial Commission, which has promoted development by advertising, lining up sites and doing as much government paper work as possible for new industry. A Welcome Wagon service has introduced new residents to township shopping facilities as well as agencies, and the Consumer Affairs Administration helps both residents and local firms deal with complaints and other problems.

The lack of both industry and retail business in Old Bridge Township contributes to its decentralization, forcing people away both for work and major shopping.

Until this situation improves, it makes local cultural, social and recreation facilities - even more important as centers of community life. The library should make the most of this opportunity. It should also encourage business by providing information on the township and building a good basic business collection.

Media

There are no newspapers published in Old Bridge Township, not even a shoppers' newsletter. A weekly, the Sentinel-Spokesman, covers the lower Middlesex County and Matawan area, and local stories are also carried in the Home News (New Brunswick) and the News Tribune (Woodbridge). The nearest radio station is WCTC (New Brunswick), which has limited time for public announcements. There is no TV channel nor cable TV. Because of the proximity of New York City and Philadelphia, New Jersey has traditionally lacked media of its own.

Old Bridge Public Library began a bimonthly newsletter in September 1975. Closer relations with nearby media outlets should be established although there is already excellent support for library programs and funding. Publicity through the schools and churches should be increased. Another professional librarian with experience in media as well as A-V should be hired. This person should also have a knowledge of video production, which is a service that should be offered by the library, possibly in conjunction with the area library.

Health and Welfare

At present there are no community medical facilities, but two are in the planning stage: a clinic to be established by the South Amboy Hospital at the former Nike base near Route 516 and Highway 9 and an 80 bed affiliate of Perth Amboy Hospital proposed for a site on Ferry Road just off U. S. Highway 9 and State Highway 18. In the interim one of the five volunteer First Aid Squads handles emergency calls and transports patients to hospitals in the vicinity.

There are two nursing homes offering skilled nursing care in the township, with a combined capacity of 220 patients. Both are at or near capacity, with waiting lists, but only one patient was previously a township resident. Complete programs of therapy and recreation are offered in each, with many outside organizations presenting programs.

The Old Bridge Township bookmobile stops weekly at each nursing home and the Large Print collection is being increased. The library has offered to procure films and other materials and to show nursing home events on the community calendar. It could also present programs with library materials or on services. The nursing homes have been very interested in promoting library services for their patients and one has contributed funds to the library.

A single Department of Health formerly served both East Brunswick and Old Bridge, although each township had its own Board of Health with joint facilities. As of 1976, Old Bridge has a separate department but no director for it. With combined resources, more extended and complete programs were possible, including free multi-phasic testing, check x-rays, Pap tests, eye, heart and diabetes tests, a well-baby clinic and a food handling course. The Department of Health also deals with sewage problems and other health hazards, and reviews applications for building permits.

Many of the queries and complaints which in the past have gone to the Department of Health may now go to the CHAT line (Community Health Acting Team) a central information and referral service which began operation in East Brunswick in September 1975. It is manned by volunteers, who have compiled lists of over 200 resources available in the area, plus additional listings of mental health practioners and physicians. The volunteers are given professional in-service training and supervision, and provide direct referrals (usually more than one) on health and social service problems.

The library can feature Department of Health testing on the community calendar, distribute materials for them and schedule programs on the services available. When the library goes further into information and referral service, it should work with the CHAT line and Hotline to ensure that the programs complement rather than duplicate information.

The Welfare Department of Old Bridge Township, with a staff of two part-time workers, provides assistance to three categories of people: those disabled for work up to one year; those unemployed through no fault; unwed mothers. Clients are referred to them by schools, churches, other township departments and individuals, and by them to other agencies. Aid received through other organizations, such as churches, may be distributed by Welfare.

Family Service of Middlesex County recently opened an office for psychological and psychiatric counseling in Old Bridge. It is supported by the county and township in addition to fees and funds donated from United Fund. Cases are referred through the schools and there is already a backlog of work.

Government and Planning

Old Bridge Township has a manager-council form of government, with a professional town manager in charge of administration. The seven elected council members choose a mayor among themselves. They hold public meetings twice each month, as well as agenda meetings also open to the public.

The main departments of the municipal administration are Health, Planning, Engineering, Recreation, Tax Assessment, Public Works (including Roads and Sanitation), Finance and Police. There are separate Boards of Health, Planning and Zoning and a Fire Marshall. All departments work closely together under the town manager, with emphasis on orderly, planned development of the township. A Middlesex County Master Plan has been published in sections since 1968 and master plans developed for Old Bridge Township in 1969 and 1973. A Housing Plan for Old Bridge Township, prepared in 1974, proposes construction to accord with recent New Jersey Supreme Court decisions requiring provision of housing for all income groups within each county and community. Since 1974, Old Bridge Township has had its own professional planner, and looks forward to increased construction in the latter half of the 1970's. The Planning Department works closely with the Zoning Board and they hope to eliminate discrepancies between plans and zoning regulations. The Planning Department, the Recreation Department and the Public Works Department have worked closely together to obtain land under the Green Acres Plan, for renovation and public use. At present Laurence Harbor beach area is being improved, with a boardwalk and park under consideration, a community center for Old Bridge is to be developed, and wilderness areas set aside.

> *The library should support the various boards and departments of the township government with collections of statutes, regulations, minutes of meetings and background material. Material on current and past township, county and state operations and plans should be available at the library for all citizens. Further, the library should work closely with the departments and boards to publicize their meetings and to distribute materials for them, as well as to coordinate programs where possible.*

Finance

Almost half of the municipal budget is funded by general revenues: license fees, permits and fines; State Aid, state and federal grants and revenue sharing; and taxes other than property tax. The remainder is funded by a municipal property tax falling largely on homeowners. In recent years the tax rate for the municipal budget has remained quite stable despite massive inflation (1973: 65¢ per $100 assessed value; 1974: 63.5¢; 1975) 69.5¢ but in 1976 it will go to 85¢. Assessed values have also been affected by inflation, increasing the tax if not the rate as property is reassessed, a continuous process.

The total taxes on assessed value of property have increased at a slightly higher rate, though still at less than the rate of inflation. Of the 1976 $5.00 total tax per $100 of assessed value on property, 65¢ will go to the county and $3.45 to the schools. The fact remains that this is the 2nd highest tax rate in Middlesex County. With the passage of a New Jersey income tax in July 1976, however, there may be some alleviation of property taxes.

Table 3 shows a comparison of tax rates and budgets for the years 1966, 1973, 1974 and 1975. It will be observed that the municipal budget has increased at a slower rate than total expenditures. Although the tax burden in Old Bridge Township is certainly very heavy, the township government should be commended for holding it down so well. Only an increase in rateables, either new housing or industry, or a major decrease in municipal services, could bring it down further. On the contrary, increased expenses are projected, largely because of the cost of debt service on the new municipal complex and because of the loss of state aid and revenues.

> *The allocation to the library represented only 4.3% of the municipal budget in 1975 and 3% in 1976. The library must certainly make every effort to hold its expenses to a minimum but increased services, inflation and decreased State Aid combine to make the price of current programs much higher, without considering the costs of opening and operating a new central library.*

Table 3

Old Bridge Township Finances

	Total Tax Rate Per $100	Municipal Tax Rate	Municipal Budget*	School Taxes	County Taxes	Exemptions	Total Municipal Expenses.
1966	$6.99**		$2,268,530	$ 2,776,473	$ 859.854	$225,810	$ 6,130,667
1973	4.09	65¢	5,300,621	12,473,000	2,265,000	233,000	17,811,000
1974	4,39	63¢	5,853,523	13,690,139	2,586,887	235,000	22,563,381
1975	4.86	70¢	6,685,096	15,220,368	2,850,436	240,000	24,534,670
1976	5.00	85¢	7,464,448	-	-	-	-

* Including reserve for uncollected taxes.
** In 1966 property was assessed at 50% of true value, from 1972 on at 100%.

Sources: Madison Township, a profile and map. League of Women Voters of Madison Township, New Jersey, September 1966.
Madison Township 1975 Municipal Budget.
Public Notice of 1976 Local Municipal Budget

II - CHARACTERISTICS OF CENSUS TRACTS

Census Tract Descriptions

Old Bridge Township is divided into seven census tracts with the tract lines primarily drawn along major highway routes. (See Map 3) The number of persons residing in each tract varies widely, from 15,895 in the tract containing the Southwood and Sayrewoods South developments to only 1,936 in the one containing the Glenwood apartments. For convenience, the tracts are referred to by the name of the most conspicuous development in the area.

Table 4
Old Bridge Township
POPULATION DISTRIBUTION BY CENSUS TRACT
1970 Census Data

TRACT	NAME	POPULATION	PERCENT OF TOWNSHIP POPULATION
0077	Old Bridge (OB)	8,870	18.2%
0078.01	Glenwood (GL)	1,936	4.0%
0078.02	Sayrewoods South (SWS)	15,895	32.6%
0079.01	Cheesequake (CH)	2,498	5.1%
0079.02	Lakeridge West (LKW)	2,741	5.6%
0079.03	Central Park (CP)	10,060	20.7%
0080	Laurence Harbor(LH)	6,715	13.8%
Total	Old Bridge Twp. (Twp)	48,715	100.0%

Tract #0077 (Old Bridge) - Population: 8,870

Lying in the extreme west of the township, this tract is bounded by the town lines and by Route 18 on the east. The majority of the population is concentrated in a triangular section in the north in an older area of single family homes composed of the Old Bridge, Middlewood, Homestead and Brunswick Gardens sections. An overpass over Highway 18 provides access by car or on foot to the Old Bridge branch library.

South on Route 18 are the Mapleview Manor apartments with 124 units and the Pine Tree Apartments with 1024 units. Direct access to Route 18 from these apartment complexes leads north to Route 516 where the Old Bridge branch is located, or, equidistant to the south, meets Highway 9 which will provide another convenient route to the new central library. The large southern base of this tract is a sparsely inhabited rural area.

Tract #0078.01 (Glenwood) - Population: 1,936

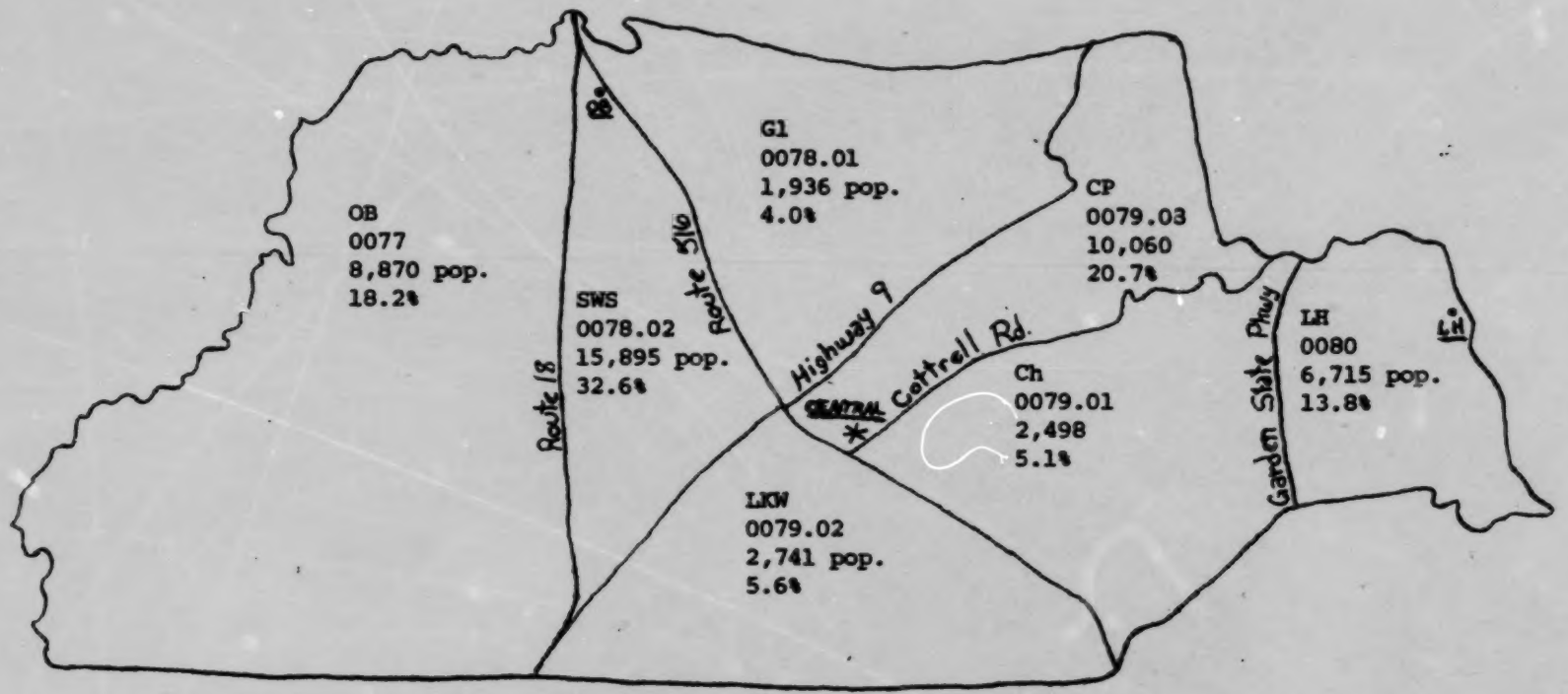
This tract covers a large area in the northern part of the township, but is for the most part uninhabited, containing the Runyon watershed, a former Nike site, and an industrial park. Bounded by Highway 9 to the east and Route 516 to the south, there are only a few older homes and small industries scattered along the northern border roads. The major population center is at the junction of Highway 9 and Route 516 in the Glenwood apartments which has 1,172 units located in the southern tip of the tract. Residents can reach the Old Bridge branch by car on Route 516 but are even closer to the site of the new central library.

Old Bridge Township

POPULATION DISTRIBUTION BY CENSUS TRACTS

1970 Census Data

Map 3



Tract #0078.02 (Sayrewoods South) - Population: 15,895

This most populous tract lies between Routes 18 and 516 which meet at its northern apex and is bounded by the town and county lines to the south. Over 15,000 people reside primarily in single family homes in a series of contiguous developments collectively known as Sayrewoods South and a somewhat smaller one, Southwood. The Southwood section lies directly behind the Old Bridge Branch, within walking distance. The Sayrewoods South area feeds traffic onto Route 516 and is approximately equidistant from the present Old Bridge branch and the new library site. Two apartment complexes, Brynwood, 294 units, and Madison Arms, 188 units, are on 516 close to Highway 9.

Tract #0079.01 (Cheesequake) - Population: 2,498

This tract is bounded by Cottrell Road to the west, the Garden State Parkway to the north, the township-county line to the east and Route 516 to the south. Route 34 runs east and west through the area. A large part of the northern section is taken up by Cheesequake State Park. Southeast of the park and north of Route 34 is a senior citizens' community, Cheesequake Village. Cheesequake Woods and the northern half of Lakeridge, upper income developments, also lie within this tract. Leone Park, a middle income development, is in the center. There are also some remaining rural lands and dwellings.

Tract #0079.02 (Lakeridge West) - Population: 2,741

The county line forms the southeastern base of this triangular tract with Highway 9 to the west and Route 516 to the north. Half of Lakeridge is in the eastern angle. In the center is Lakeridge West with access to Highway 9 and Route 516 via Ticetown and Cottrell Roads. Heatherwood and Timber Glen to the west of Lakeridge West lie on Highway 9. These are all single family home developments. Madison Township High School and Carl Sandburg Middle School are toward the west on Route 516. The remaining area is rural, including a small predominently black community know as "99 Acres" along Wesley Road. Of the 390 black residents in the township, 39% live in this tract.

Tract #0079.03 (Central Park) - Population: 10,060

This tract consists of a strip running north from Route 516 along the eastern side of Highway 9 and west of Cottrell Road until it almost reaches the township line, where it dips east to include the Madison Park development. Another section of homes, Central Park, is in the center and a smaller development, the Arbors, is toward the south, directly behind the site of the new library. A series of apartment complexes - Arcade Gardens, 360 units; Madison Gardens, 612 units; Nieuw Amsterdam, 430 units; Parkwood, 496 units and London Terrace, 960 units - strung along Highway 9 make this populous tract diverse in terms of dwellings. There is access to Highway 9 and Cottrell Road and thus south to the new library site from most of the sections, although ease of access from the more northern areas is limited by poor highway connections. Bookmobile usage is presently high in these northern areas and it is expected to continue even after the new library opens.

Tract #0080 (Laurence Harbor) - Population: 6,715

The easternmost section of the Township faces on Raritan Bay and is bounded to the west by the Garden State Parkway. Both Laurence Harbor and Cliffwood Beach to the south are composed of older homes. The area is bisected by Highway 35 running north-south. Parkview, an apartment complex of 240 units, lies in the tract near the Parkway and a small community known as Genoa, which is accessible only from Monmouth County, is in the southeast corner. Genoa is the second primarily black community in the township - 16% of the black population lives in this tract. There are also a few small industries and marinas in this shore section.

Age Characteristics

The 1970 census provides a profile of Old Bridge Township as a young community in which two-thirds of the population (66.8%) were under 35.

Table 5
Old Bridge Township
AGE CHARACTERISTICS OF CENSUS TRACT POPULATIONS
1970 Census Data

TRACT	OB 0077	GL 0078.01	SWS 0078.02	CH 0079.01	LKW 0079.02	CP 0079.03	LH 0080	TOTAL TOWNSHIP	MIDDLESEX COUNTY
All Persons	8,870	1,936	15,895	2,498	2,741	10,060	6,715	48,715	583,813
Under 2	6.5%	7.6%	6.3%	5.1%	6.6%	7.8%	6.1%	6.6%	5.1%
3-4	5.0%	2.3%	5.4%	4.2%	5.5%	4.4%	4.2%	4.8%	3.8%
5-13	24.5%	6.5%	29.2%	19.0%	27.5%	20.1%	19.9%	23.7%	19.0%
14-18	9.1%	2.7%	9.8%	6.9%	9.2%	8.3%	8.0%	8.6%	9.6%
19-34	23.4%	32.4%	19.1%	16.6%	18.2%	29.7%	23.7%	23.1%	22.4%
35-64	28.2%	36.3%	28.3%	35.8%	29.9%	26.6%	31.4%	29.1%	33.7%
65 and over	3.3%	12.2%	1.9%	12.4%	3.1%	3.1%	6.7%	4.1%	6.4%
						MEDIAN AGE		24.0	27.3

Within the tracts, there is a distribution of age levels consistent with the township as a whole, with one dramatic difference. In the Glenwood area, children between 5 and 13 comprise only 6.5% of the population whereas this age group is 29.2% of the Sayrewoods South tract. Comparison of the age levels in Glenwood, where the population dwells primarily in apartments and Sayrewoods South, overwhelmingly living in single family homes, reveals that

among township apartment dwellers there are proportionately more adults in all categories over 18 and far less children at pre-school, grammar or high school levels. Babies under two, however, are a slightly higher proportion of the apartment population, their largest percents being in Glenwood and Central Park. In Sayrewoods South, school age children form the largest population group - 50.7% of the population is under 18, compared to only 10.1% in Glenwood.

As observation indicates, however, the 1976 population, particularly in the developments, is undoubtedly older, due to the lack of building and a somewhat lessened degree of mobility since 1970. There remains a large population of children, but there are currently more at the junior and senior high school levels, which is born out by changes in school enrollment figures (see Table 11).

School Age Children

Table 6
Old Bridge Township
PERCENT OF TOWNSHIP 5-13 YEAR OLDS BY CENSUS TRACT
1970 Census Data

TRACT	OB 0077	GL 0078.01	SWS 0078.02	CH 0079.01	LKW 0079.02	CP 0079.03	LH 0080	TOTAL TOWNSHIP
NUMBER	2,174	125	4,636	476	753	2,026	1,335	11,525
PERCENT	18.9%	1.1%	40.2%	4.1%	6.5%	17.6%	11.6%	100.0%

The large population of young people indicates that library programs and services for children and young adults should be increased, particularly in those areas near single family home developments. The Old Bridge branch, presently serving Old Bridge, Sayrewoods South and Southwood which together contain 59.1% of the 5-13 year olds in the Township, will continue to provide services for this age group in the immediate areas of Southwood and Old Bridge which are within walking distance of the branch. The new central library will also draw from the large group of children in Sayrewoods South as well as from the 17.6% of township young people residing in the Central Park area. A high percentage of bookmobile circulation has been to juvenile borrowers.

The library should continue to serve children throughout the Township with bookmobile delivery and also explore program possibilities such as "Stories on Wheels" by which programming can be provided to children in their own neighborhoods.

Laurence Harbor, where 5-18 year olds represent 27.9% of the local population, needs to provide near-to-home services for children and young adults who will have less access to main library facilities and programs.

Pre-School Children

A smaller but important population group is that of pre-school age children. Materials such as picture books and experiences such as story hours introduce the youngest library users to the pleasures of books and reading forming positive patterns for life-long abilities to enjoy and learn from these activities.

The library, for these reasons, should seek to expand the services directed to this age group, which are already in high demand at all facilities, and to supplement them with programs such as sessions on guiding children's reading for the parents of pre-schoolers. Bookmobiles to neighborhoods will continue to bring these services directly to an often housebound group.

Senior Citizens:

The tracts showing the largest proportion of senior citizens are the Glenwood and Cheesequake areas. Senior citizens residing in the Glenwood apartments and in Cheesequake Village account for this higher percentage. Both areas are presently served by the bookmobile, and both are closer to the new central library site than either present facility.

Table 7
Old Bridge Township
PERCENT OF TOWNSHIP SENIOR CITIZENS BY CENSUS TRACT
1970 Census Data

TRACT	OB 0077	GL 0078.01	SWS 0078.02	CH 0079.01	LKW 0079.02	CP 0079.03	LH 0080	TOTAL TOWNSHIP
NUMBER	290	237	300	309	83	309	448	1976
PERCENT	14.7%	12.0%	15.2%	15.6%	4.2%	15.6%	22.7%	100.0%

Older people, however, live in all areas of the Township. Bookmobile and branch services, therefore, need to be planned to reach this group in all neighborhoods.

The largest number of senior citizens live in Laurence Harbor, which indicates that the local branch, in particular, should direct materials and services to this age group. Programs aimed at older residents should not be limited to any area, as numerically they are fairly evenly distributed throughout the township, the only exception being a smaller number residing in the Lakeridge West tract. The senior citizens' bus presently makes stops at the branches. This service should be expanded when the new library opens and include programs timed to the bus stops.

Household/Family Structure

Households

In Old Bridge Township, the population lives overwhelmingly in households. Only .3% in 1970 resided in group quarters. In 1975 the two nursing homes, Summerhill and Emery Manor, accounted for 220 persons residing in institutions.

The average number of persons per household is slightly higher in the township than for the county:

Table 8
Old Bridge Township
AVERAGE NUMBER OF PERSONS PER HOUSEHOLD BY CENSUS TRACT
1970 Census Data

TRACT	OB 0077	GL 0078.01	SWS 0078.02	CH 0079.01	LKW 0079.02	CP 0079.03	LH 0080	TOTAL TOWNSHIP	MIDDLESEX CCUNTY	N.J. STATE
NUMBER	3.89	2.29	4.38	3.33	4.11	3.49	3.31	3.72	3.40	3.17

In areas containing apartment complexes and senior citizens, the density is lower than for those of primarily single family homes of larger families.

Marital Status:

Table 9
Old Bridge Township
MARITAL STATUS OF POPULATION 14 AND OVER
1970 Census Date

TRACT	OB 0077	GL 0078.01	SWS 0078.02	CH 0079.01	LKW 0079.02	CP 0079.03	LH 0080	TOTAL TOWNSHIP	MIDDLESEX COUNTY
PERSON 14+	5675	1619	9392	1789	1655	6802	4686	31,618	420,671
SINGLE	22.0%	12.4%	22.6%	18.8%	20.9%	20.5%	20.5%	20.9%	25.5%
MARRIED	72.8%	76.5%	73.1%	70.3%	73.6%	74.9%	71.5%	73.2%	66.3%
WIDOWED	4.1%	8.3%	3.3%	9.7%	4.4%	3.3%	6.2%	4.6%	6.4%
DIVORCED	1.1%	2.8%	1.0%	1.2%	1.1%	1.3%	1.8%	1.3%	1.8%

All tracts have a higher percent of married persons than does Middlesex County as a whole. The percentage of divorced persons is slightly less than for the county except for the Glenwood area where it is higher among apartment

dwellers. A higher proportion of widowed people appears in those tracts which also have a higher percent of older residents (see Table 5). Those tracts also have noticeably less single people, undoubtedly due to the smaller number of teenagers. There is a smaller percent of singles in the township than in the county.

Family Structures:

Most adults (73.2%) are married and most families are husband/wife families (93.0%). In the township there are a larger percent of husband/wife families with children under 18 (65.9%) than in the county or state. Also higher is the average number of children per families with children. (see Chart 1).

There are exceptionally high proportions of husband/wife families with children under 18 in the Sayrewoods South and Lakeridge West tracts of single family home developments. There are considerably less in the Glenwood apartment area where there are also fewer children per family, and in Cheesequake. Both Glenwood and Cheesequake have more older citizens whose children have grown as does Laurence Harbor.

The typical family in the township is a husband/wife family with 2.48 children under 18. This structure has been indicated by studies[1] to correlate with a high degree of library use.[1]

> *Library programs should be designed for total family involvement. Children's programs will continue to be of importance and programs and services directed to the informational and recreational needs of parents need to be developed.*

Education

School enrollment:

Table 10
Old Bridge Township
PERCENT OF POPULATION ENROLLED IN SCHOOL BY CENSUS TRACT
1970 Census Data

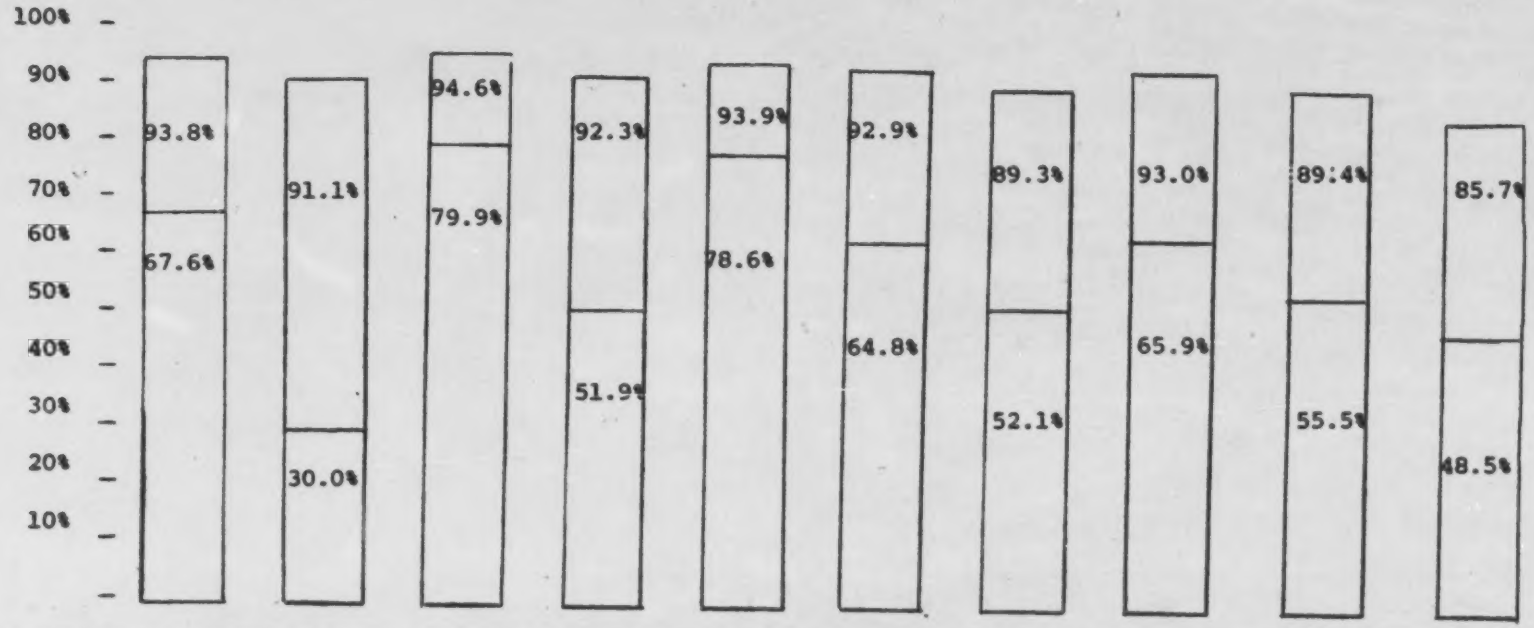
TRACT	OB 0077	GL 0078.01	SWS 0078.02	CH 0079.01	LKW 0079.02	CP 0079.03	LH 0080	TOTAL TOWN-SHIP	MIDDLESEX COUNTY
NUMBER ENROLLED	2890	255	6232	649	1060	2966	1758	15810	180,062
PERCENT OF POPUL-ATION	32.7%	13.5%	39.2%	26.6%	38.7%	29.3%	26.2%	32.5%	30.8%

1 Knight, Douglas M., Libraries at Large, Bowker, 1969.

Chart 1

Old Bridge Township
PERCENT OF HUSBAND/WIFE FAMILIES WITH CHILDREN UNDER 18
1970 Census Date

TRACT	OB 0077	G1 0078.01	SWS 0078.02	Ch 0079.01	LKW 0079.02	CP 0079.03	LH 0080	Total Township	Middlesex County	New Jersey State
Number of all Families	2104	668	3491	651	630	2642	1770	11,951	196,936	1,833,423



Husband/Wife Families	1974	604	3302	601	591	2457	1581	11,110	130,990	1,573,036
H/W Families with Minor Children	1423	199	2789	338	495	1711	922	7877	81,615	882,741
Ave. Children per Family with children	2.49	1.62	2.64	2.33	2.46	2.15	2.35	2.48	2.35	2.27

The percent of the township population enrolled in school is higher than that for the county. It is noticeably low in the Glenwood tract containing primarily apartments and highest in areas of single family homes and many children.

Of those enrolled, a large majority are at the grade school level in those tracts with large numbers of children. (see Chart 2). A very large percent of enrollees are at college level in the Glenwood apartment area. The Central Park tract has a percentage of college students higher than the norm for the township, and this tract also contains several apartment complexes. There is a very small percentage of college students in all other tracts.

The percent of high school students is lowest among the Glenwood tract population, but close to county figures for all other tracts. Actual changes in public school enrollments since 1969 show that there is presently a larger proportion of high school students in the township:

Table 11
Old Bridge Township
CHANGE IN PUBLIC SCHOOL ENROLLMENT 1970-1975
1969 Madison Township Master Plan
1975 Madison Township Board of Education Report

	1969/70	% ENROLLMENT	1975/76	% ENROLLMENT	% CHANGE
ELEMENTARY	9250	75.5%	8949	69.1%	-3.25%
HIGH SCHOOL	3000	24.5%	4013	30.9%	+33.8%
TOTAL	12250	100.0%	12962	100.0%	+5.8%

A slight overall increase in public school enrollment has occurred in the township in the past five years. There has, however, been a small decrease in elementary school enrollment, but a larger increase in the number enrolled in the township high schools.

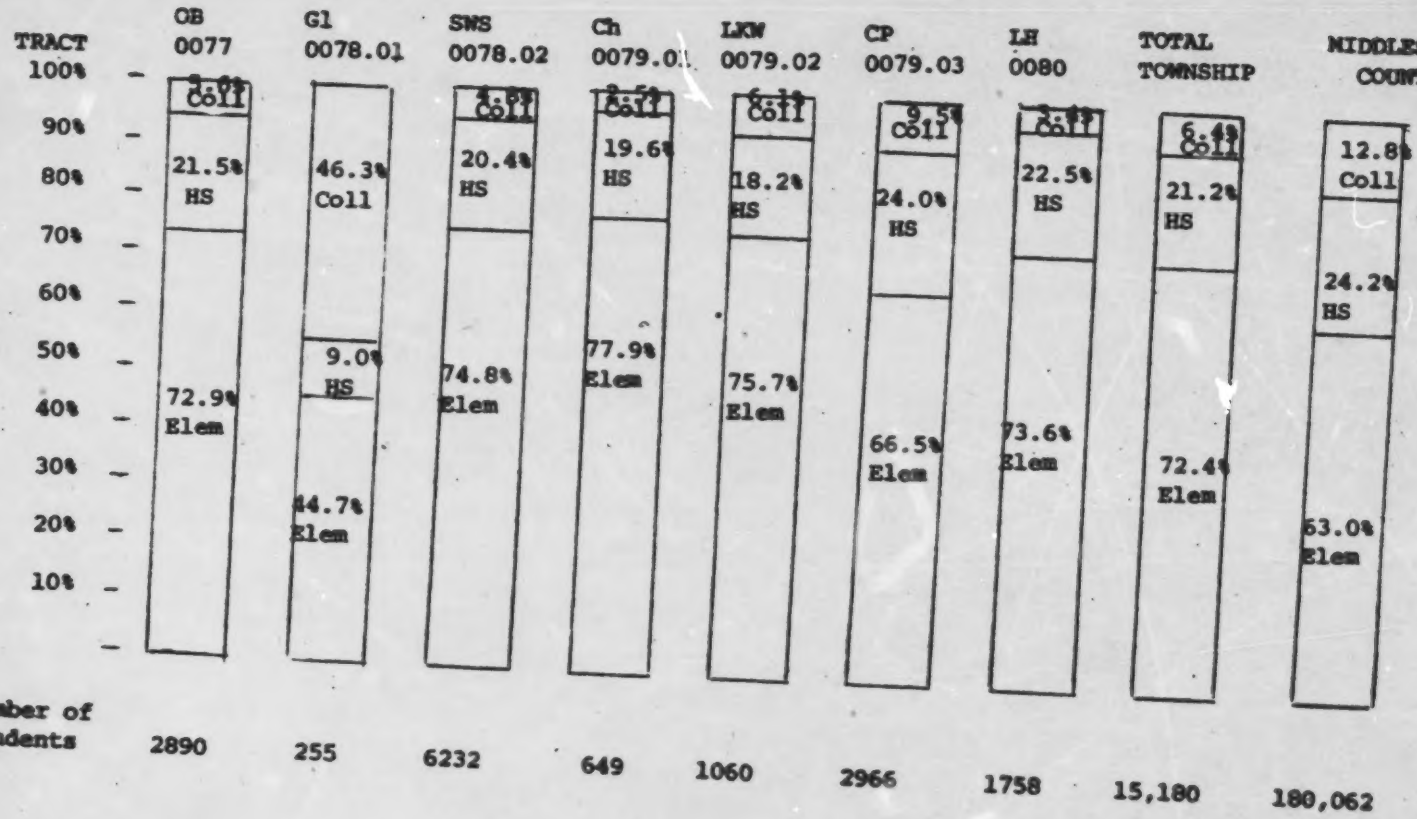
That the total public school enrollment has continued to increase indicates that the public library should increase its efforts to support the needs of students at all levels and also to develop a professional education collection for service to teachers and other school personnel.

The large increase in the number of high school students, plus the placement of the new library between the two high schools indicates that the central library should be prepared to serve as a major resource center for these students.

The collection of materials on career, college and training opportunities should be expanded as the present high demand for this type of information will increase as a larger proportion of high school students seek to make their vocational and educational choices.

Chart 2

Old Bridge Township
PERCENT OF ENROLLMENT BY GRADE LEVEL
1970 Census Date



Number of Students	2890	255	6232	649	1060	2966	1758	15,180	180,062

While the primary research facility for college students will be their college library, the numbers of college students in apartment complexes located near the central library indicates that collection development should be of a range and quality to meet some of their basic needs. A comprehensive collection of information on the township itself should be maintained to meet the needs of students through professionals researching local history and affairs.

The large number of grade school students in the township should be able to find basic homework materials at their nearby local branches. In Laurence Harbor, because of the distance and transportation factors, high school needs should also be given emphasis.

With almost a third of the population enrolled in school, the library has an obligation to serve the school-related needs of a large number of students at all levels.

The library also has an obligation to support programs such as CLEP and Community School studies as well as to provide materials for self study which is not necessarily degree-oriented.

Years of School Completed:

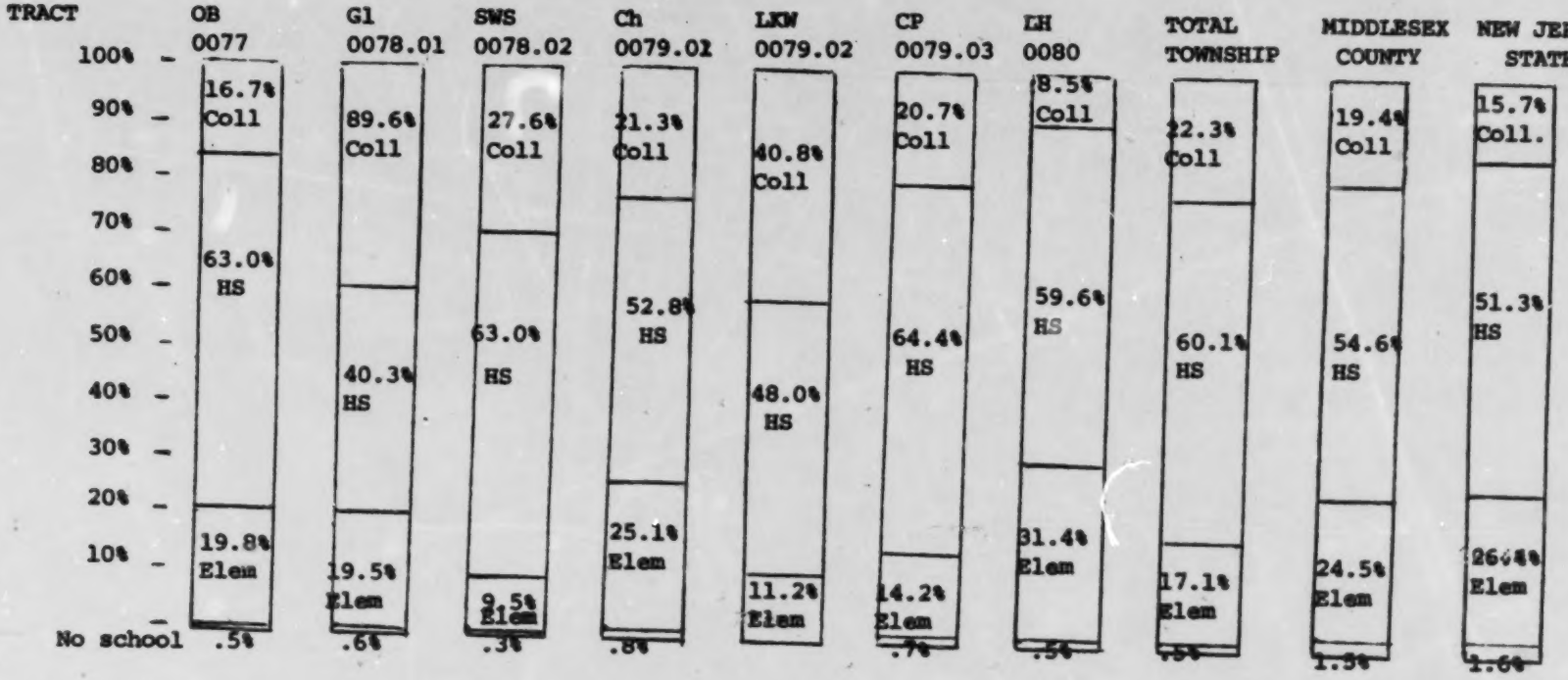
Years of school completed show that the township population has an education level higher than the state and county norms (see Chart 3). In two areas, Glenwood and Lakeridge West, it is extremely high. National studies have determined that there is a strong correlation between years of school completed and use of the library.

In adult collection development, the library should select bulk of materials at a high school or introductory college level. The central districts of the township show an overall higher education level than the older tracts closer to the branches. Planning of each facility's collection and services should take this into account. While the education level in the township is high, there is also a noticeable proportion of the population who need adult interest easy reading materials. Stress on developing collections to meet these needs is particularly indicated at the Laurence Harbor branch as well as at the main library. Two of the central township tracts show a larger than average proportion of persons with an eighth grade or less education which correlates with those tracts having a higher proportion of older residents.

Adult basic education, such as the programs provided by the Community School, should be supported by the library collection. The traditional role of the public library as the means for self-directed education and self-improvement should be emphasized in Old Bridge Township.

Old Bridge Township
YEARS OF SCHOOL COMPLETED
Persons 25 years and over
1970 Census Data

Chart 3



	OB 0077	Gl 0078.01	SWS 0078.02	Ch 0079.01	LKW 0079.02	CP 0079.03	LH 0080	TOTAL TOWNSHIP	MIDDLESEX COUNTY	NEW JERSEY STATE
MEDIAN YEARS Completed	12.2	12.6	12.5	12.2	12.7	12.3	10.9	12.3	12.1	12.1
PERCENT HS GRADUATES	56.1%	67.5%	70.1%	58.6%	77.5%	64.2%	40.2%	61.5%	55.0%	52.5%

Employment

Employment status:

Table 12
Old Bridge Township
EMPLOYMENT STATUS OF POTENTIAL LABOR FORCE 16 AND OVER
1970 Census Data

	% 16+ in Labor Force			% 16+ not in Labor Force		
	Male	Female	Total	Male	Female	Total
0077 (OB)	85.9	40.5	62.6	14.1	59.5	37.4
0078.01 (GL)	88.8	39.8	62.4	11.2	60.2	37.6
0078.02 (SWS)	88.0	33.4	59.9	12.0	66.6	40.1
0079.01 (CH)	80.2	25.5	51.9	19.8	74.5	48.1
0079.02 (LKW)	81.6	23.5	52.1	18.4	76.5	47.9
0079.03 (CP)	88.0	39.7	63.5	12.0	60.3	36.5
0080 (LH)	85.4	40.9	59.2	14.6	59.1	40.7
Total Township	86.5	36.6	60.9	13.5	63.4	39.1
Middlesex County	81.8	44.2	62.5	18.2	55.8	37.5

Overall, 60.9% of the potential labor force in the township is employed, which is less than that for the county. The percent of men employed is similar to or higher than county figures with the exception of Cheesequake where there is a retirement community. Lakeridge West also has a lower percent of men in the labor force, accounted for by the highest percent of those men 16 and over still enrolled in school. Female employment is lower in all tracts of the township than in the county. Laurence Harbor and Old Bridge have the highest proportion of working women, whereas in Cheesequake and Lakeridge West only about one-quarter of the women are working.

As a high degree of library usage has been noted nationally among full time housewives, the percent of married women who do not work outside the home is of significance to the library:

Table 13
Old Bridge Township
EMPLOYMENT STATUS OF MARRIED WOMEN WITH HUSBAND PRESENT
1970 Census Date

TRACT	OB 0077	GL 0078.01	SWS 0078.02	CH 0079.01	LKW 0079.02	CP 0079.03	LH 0080	TOTAL TOWN-SHIP	MIDDLE-SEX COUNTY
NUMBER	2007	584	3351	610	605	2461	1589	11,207	132,772
% IN LABOR FORCE	37.1%	30.3%	30.0%	25.3%	20.7%	36.0%	35.4%	32.6%	41.1%
% NOT IN LABOR FORCE	62.9%	69.7%	70.0%	74.7%	79.3%	64.0%	64.6%	67.4%	58.9%

In all tracts there is a higher percent of full time housewives than in the total county. A very high percent occurs in the Lakeridge West tract. Cheesequake, Glenwood and Sayrewoods South which are next highest are also tracts which converge on the main library site. The lowest percents, in Laurence Harbor and Old Bridge, are still higher than in the county and this segment of the population is expected to make continued heavy use of the local branches for recreational reading.

Recreational, cultural and self-educational materials, programs and services for students, housewives, unemployed and retired persons should be developed by the library. Full-time housewives form a large proportion of this group in all areas and should be served through branches and bookmobiles as well as the main facility.

Occupation

Old Bridge Township has slightly fewer employed persons engaged as skilled workers or in labor, service or sales and clerical positions than the county and a higher proportion in professional and managerial jobs. In the Glenwood and Lakeridge West areas, the proportion of professional and managerial workers is extremely high. Laurence Harbor and, to a lesser extent, Old Bridge have a high percentage of workers in the skilled trades.

Table 14
Old Bridge Township
OCCUPATION OF EMPLOYED PERSONS BY CENSUS TRACT
1970 Census Tract

TRACT	OB 0077	GL 0078 .01	SWS 0078 .02	CH 0079 .01	LKW 0079 .02	CP 0079 .03	LH 0080	TOTAL TOWN-SHIP	MIDDLE-SEX COUNTY
NUMBER EMPLOYED	3232	921	5018	833	769	3911	2650	17334	239940
PROF. & MANAGERIAL	23.1%	47.0%	35.3%	28.5%	44.4%	26.1%	13.4%	28.3%	24.0%
SALES & CLERICAL	24.7%	30.6%	29.4%	22.4%	27.3%	29.2%	20.5%	26.7%	26.3%
SKILLED WORKERS	41.1%	16.6%	25.9%	39.4%	18.3%	35.4%	50.4%	34.5%	36.3%
LABOR & SERVICE	11.1%	5.8%	9.4%	9.7%	10.0%	9.3%	15.7%	10.5%	13.4%

Industry

Type of industry in which people are employed is also significant in planning for work-related services. Patterns of employment by industry follow those of the county with only slight variations. (see Table 15).

Table 15
Old Bridge Township
INDUSTRY OF EMPLOYMENT
1970 Census Data

TRACT	OB 0077	GL 0078.01	SWS 0078.02	CH 0079.01	LKW 0079.02	CP 0079.03	LH 0080	TOTAL TWP.	MIDDLESEX COUNTY
Constr.	5.3%	3.9%	4.8%	9.2%	8.2%	6.4%	6.1%	5.8%	5.0%
Mfg.	38.4%	31.6%	28.8%	32.7%	30.8%	33.8%	40.5%	33.9%	38.9%
Trans.	6.3%	4.7%	7.0%	4.1%	3.6%	6.8%	6.5%	6.3%	3.4%
Comm., Utilities & Sanit.	5.3%	4.1%	4.3%	3.8%	3.9%	4.8%	4.1%	4.5%	3.3%
Whole. Trade	3.6%	5.9%	4.1%	7.6%	3.3%	3.7%	3.8%	4.1%	3.9%
Retail Trade	15.8%	7.8%	15.6%	9.5%	13.8%	16.8%	13.9%	14.9%	14.3%
Fire	3.3%	9.6%	9.0%	4.4%	8.6%	6.3%	3.6%	6.3%	4.1%
Business & Repair	5.9%	6.4%	5.1%	6.7%	4.9%	4.3%	5.1%	5.2%	3.4%
Personal Service	1.2%	.5%	1.4%	2.3%	.4%	1.5%	1.5%	1.4%	2.0%
Health Services	1.2%	2.5%	2.7%	3.6%	3.5%	2.6%	3.5%	2.6%	3.8%
Educ. Services	5.6%	12.5%	8.3%	5.8%	6.0%	5.0%	3.9%	6.4%	7.8%
Other Prof.	2.6%	4.7%	3.6%	3.0%	6.4%	2.8%	1.4%	3.0%	3.7%
Public Adminis.	3.9%	2.9%	4.0%	6.1%	4.4%	4.1%	4.8%	4.2%	4.1%
Other	1.6%	2.9%	1.3%	1.2%	2.2%	1.1%	1.3%	1.4%	2.3%

Work-related needs for library materials should be met for all these groups, including materials for self-study to improve job skills, to retrain as older skills become obsolete and to aid in seeking employment.

A business and managerial collection is a major need, and should be developed and maintained at the central library facility. Of the 28.3% of employed township residents holding professional or managerial positions, 72.7% live in the central districts of the township and represent 31.1% of the employed persons in those areas. Aids to the small businessman and self-employed should be included as the public library is a major resource for those not attached to a large institution.

Where appropriate for a public library, some areas of information at the professional level, such as the field of education, should also be maintained at the main library. In the Laurence Harbor branch, where almost two-thirds of workers (66.1%) are in blue collar occupations materials on trade and vocational development should be emphasized.

Income

The pattern of family income in the township is slightly higher and has the median income for the county and the state. (see Table 16). It is stable in the middle range, with very little poverty or wealth. A larger percent of families are in the $10,000 to $24,999 than in either the county or state, and less at either end of the scale.

This income range is well able to support library services and is also the income group which makes heaviest use of the library according to nationwide studies. (see Chart 4).

Old Bridge Public Library does not, however, receive financial support consistent with this picture.

Table 17
Old Bridge Township
COMPARISON OF MEDIAN INCOME AND PER CAPITA LIBRARY SUPPORT
1970 Census Data
1975 N.J. Library Statistics

	OLD BRIDGE TOWNSHIP	MIDDLESEX COUNTY	STATE OF NEW JERSEY
MEDIAN FAMILY INCOME	$12,117	$11,981	$11,407
PER CAPITA LIBRARY SUPPORT	$ 4.45	$ 7.11	$ 7.00

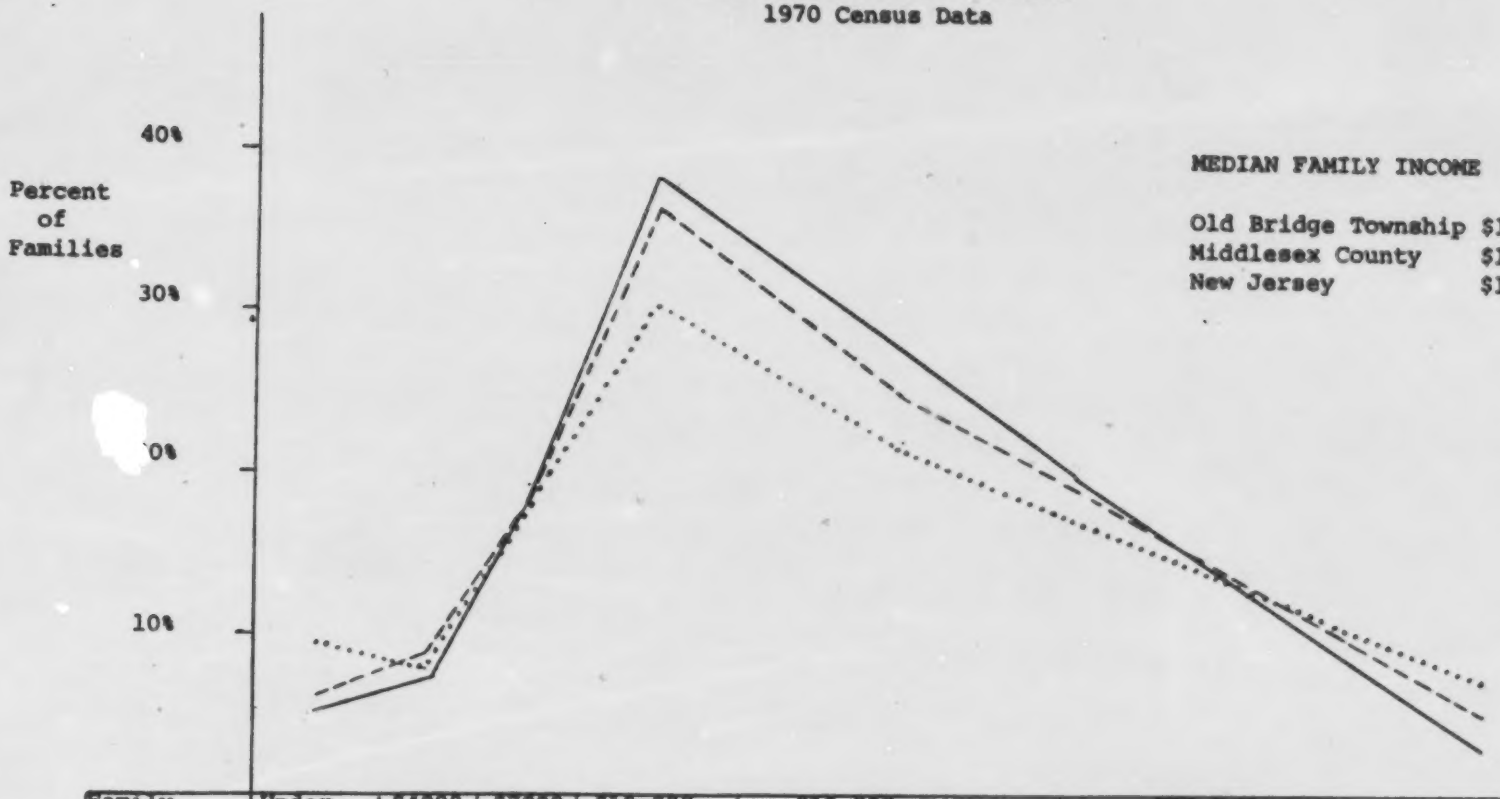
Adequate support consistent with state and county norms is basic to developing library services to meet the needs of the township.

Table 16
Old Bridge Township
FAMILY INCOME BY CENSUS TRACT
1970 Census Data

TRACT	OB 0077	GL 0078.01	SWS 0078.02	CH 0079.01	LKW 0079.02	CP 0079.02	LH 0080	TOTAL TWP.	MIDDLESEX COUNTY
NUMBER	2195	654	3503	610	635	2654	1795	12,046	146,936
$4,999 and under	8.3%	14.2%	4.7%	9.0%	7.6%	6.0%	10.7%	7.4%	8.5%
$5,000-$7.999	12.6%	9.8%	5.8%	10.0%	9.3%	11.2%	17.9%	10.7%	11.6%
$8,000-$14,999	56.4%	43.0%	52.3%	41.5%	23.9%	56.0%	56.8%	52.0%	49.9%
$15,000-$24,999	22.0%	28.5%	33.8%	37.0%	49.1%	24.5%	13.1%	27.2%	25.1%
$25,000-$49,999	.7%	3.8%	3.3%	2.5%	9.5%	2.3%	1.5%	2.6%	4.4%
$50,000 and over		.9%	.1%		.6%			.1%	.5%
Income from Social Security	13.6%	19.4%	9.2%	27.5%	14.9%	9.8%	17.8%	13.2%	16.0%
Income from Welfare	3.5%	1.8%	2.0%	1.2%	3.6%	3.8%	2.3%	2.7%	3.1%
Mean Income	$11,614	$12,998	$13,768	$13,300	$15,963	$12,184	$10,768	$12,630	$12,974
Median Income	$11,495	$12,129	$13,365	$13,301	$16,875	$11,740	$10,633	$12,117	$11,981

Old Bridge Township
FAMILY INCOME DISTRIBUTION
1970 Census Data

Chart 4



MEDIAN FAMILY INCOME

Old Bridge Township	$12,117
Middlesex County	$11,981
New Jersey	$11,407

Family Income	Under $3999	$4000-$6999	$7000-$9999	$10,000-$14,999	$15,000-$24,999	$25,000 and over
Township ———	5.2%	7.5%	19.0%	38.4%	27.2%	2.7%
County - - - - -	6.2%	8.8%	18.9%	36.1%	25.1%	4.8%
State	9.6%	7.7%	18.6%	30.1%	22.5%	6.9%

Summary

For library planning purposes, the characteristics of the population can be used to draw an overall profile of the population, which when compared with other populations throughout the nation and with library usage studies based on these populations, can be used to compare and predict patterns of library use and support.

The profile of Old Bridge Township which emerges from census data is one of a young, white collar, middle income, commuting, traditional family-structured, well educated suburban population. It is somewhat above the norm in terms of persons employed in professional and managerial positions, but with a significant skilled blue collar population. The majority reside in owner-occupied single family home developments and have a slightly above average number of children per family. There is a growing population of apartment dwellers who, while more likely to be widowed or divorced, are still primarily married couples, but have fewer and younger children or are older and often retired couples.

The variations between apartment dwellers and home-owners emerges in comparing the data for tract 0078.01 (Glenwood) which houses primarily apartment dwellers with 0078.02 (Sayrewoods South) which is the tract containing the largest population in single family homes. (see Table 18).

Many demographic characteristics point to a need for materials, programs and services as have been previously mentioned, e.g. - a large commuting population requires more evening hours, a large proportion of students indicates a need for homework materials, population centers indicate placement of branches. As the library must serve all residents, variations from the norms which indicate special needs, as in the case of the small but important population of senior citizens, must also be considered. Variations between tracts are important as they imply the direction planning must take in the case of neighborhood and outreach services.

In Old Bridge Township, the central location of the new main library in proximity to major access routes from the central districts of the township suggests that the population in the five central tracts will use this facility for virtually all of their library needs to a great extent. The older, outlying communities will still utilize their neighborhood branches. This is true to an even great extent in Laurence Harbor because of distance and lack of transportation. Old Bridge, on the other hand, is closer to the main facility and there is a bus route along Highway 516. Thus this branch will serve primarily those groups who lack transportation, such as children from Old Bridge and Southwood and as a recreational reading center for the nearby population. The population characteristics of the central versus the outlying districts should be used as a basis for planning. It should be noted that the Old Bridge branch service area includes Southwood and therefore shares some of the population characteristics of the Sayrewoods South tract. (see Table 19).

Table 18
Old Bridge Township
COMPARISON OF APARTMENT VS HOME DEVELOPMENT RESIDENTS
1970 Census Data

TRACT	Glenwood 0078.01	Sayrewoods S 0078.02	Township Total
AGE			
Under 13	16.4%	40.9%	35.1%
14-64	71.4%	57.2%	60.8%
65+	12.2%	1.9%	4.1%
MARITAL STATUS			
Single	12.4%	22.6%	20.9%
Married	76.5%	73.1%	73.2%
Widowed/Divorced	11.1%	4.3%	5.8%
FAMILY STRUCTURE			
H/W families	91.1%	94.6%	93.0%
H/W with minor children	36.0%	79.9%	65.9%
Children per family	1.62	2.64	2.48
EDUCATION			
In school	13.5%	39.2%	35.5%
Grade level			
Elem.	44.7%	74.8%	72.4%
H.S.	9.0%	20.4%	21.2%
Coll.	46.3%	4.8%	6.4%
EDUCATION			
Years Completed			
None thru 8th	20.1%	9.8%	17.6%
1-4 yrs. H.S.	40.3%	63.0%	60.1%
1-4 yrs. Coll. +	39.6%	27.2%	22.3%
Median Years	12.6	12.5	12.3
OCCUPATION			
Labor & Service	5.8%	9.4%	10.5%
Skilled BC	16.6%	25.9%	34.5%
Sales & Clerical	30.6%	29.4%	26.7%
Prof. & Managerial	41.0%	35.3%	28.3%
INCOME			
7,999 and under	24.0%	9.5%	19.5%
$8 - 14,999	42.9%	52.3%	51.9%
$15-24,999	28.3%	33.8%	27.2%
$25,000 and over	4.7%	3.4%	2.7%
Median	$12,129	$13,365	$12,117
Mean	$12,998	$13,768	$12,630

Table 19
Old Bridge Township
COMPARISON OF CENTRAL VS BRANCH TRACTS
1970 Census Data

TRACT	OB 0080	CENTRAL 0078.01-0079.03	LH 0080	TOWNSHIP TOTAL
AGE:				
under 13	36.0%	35.9%	30.2%	35.1%
14-64	60.7%	60.4%	63.1%	60.8%
65+	3.3%	3.7%	6.7%	4.1%
MARITAL STATUS:				
Single	22.0%	20.7%	20.5%	20.9%
Married	72.8%	73.7%	71.5%	73.2%
Widowed/Divorced	5.2%	5.6%	8.0%	5.9%
FAMILY STRUCTURE:				
H/W families	93.8%	93.5%	89.3%	93.0%
H/W with minor children	67.6%	68.5%	52.1%	65.9%
Children/family	2.49	2.41	2.35	2.48
EDUCATION:				
In school	32.7%	33.7%	26.2%	32.5%
Grade level:				
Elementary	72.9%	72.1%	73.6%	72.4%
High School	21.5%	20.8%	22.5%	21.2%
College	5.6%	7.1%	3.9%	6.4%
EDUCATION:				
Years completed				
0 to 8th grade	20.3%	13.8%	31.9%	17.6%
1-4 yrs. H.S.	63.0%	59.3%	59.6%	60.1%
1-4 yrs. + Coll	16.7%	26.9%	8.5%	22.3%
OCCUPATION:				
Labor & Service	11.1%	9.1%	28.6%	18.1%
Skilled Workers	41.1%	28.9%	56.8%	52.0%
Sales & Clerical	24.7%	28.8%	13.1%	27.2%
Prof. & Manag.	28.1%	33.2%	1.5%	2.7%
INCOME:				
$7,999 and under	20.9%	14.9%	28.6%	18.1%
$8-14,999	56.4%	49.7%	56.8%	52.0%
$15-24,999	22.0%	31.8%	13.1%	27.2%
$25,000 and over	.7%	3.6%	1.5%	2.7%

Finally, because of the large area covered by the township, the need for outreach bookmobile services will also continue for those groups which lack transportation such as children and many full time housewives and also for the outlying areas of the township.

The main thrust of library development at present should be for materials, programming and services at the main facility to serve all groups of the total population. It will be the main reference and cultural center and the resource facility for more specialized information such as local history and affairs, business and investment information, professional education materials and the more expensive collections such as art. This type of collection will not be duplicated at the branches but can be made available through branch and bookmobile delivery. Popular materials in high demand, and basic homework needs will be duplicated through the outreach facilities.

Through knowledge of the characteristics of the population the library can plan for the most effective and efficient means to ensure quality service to the entire community.

III - OLD BRIDGE PUBLIC LIBRARY

Summary

The Old Bridge Public Library has made enormous strides forward since it was "the poorest example of library service in any community of its size in New Jersey"[2] in 1969. Since then the original two association libraries in Laurence Harbor and Old Bridge have amalgamated and municipalized to become the present library system. One of the original two small buildings has been enlarged and renovated. A third building was purchased for administration and technical services. In addition, two bookmobiles have gone into service.

All statistical measures show this growth. (see Table 20). From 1970 to 1975, staff increased from 1 full-time paid employee to 20 full time equivalents, including 3.6 professional librarians, plus 2 CETA employees. Circulation grew from 45,461 to 148,818 and the library collection from 22,197 to 50,469. The library now provides professional reference service and children's programming as well as a variety of other services.

The opening of the new central library in early 1977 will change the character of library service in Old Bridge Township. The anomaly of branches without a main building has reflected the major problem of the township itself; lack of focus causing division, fragmentation and competition among what should be parts of a whole. The greatest advantage of the new facility will be space - for patrons and staff, for books, services and programs. Moreover, the appearance and atmosphere will be that of a "real library" rather than of a makeshift, amateur system. Statistics will again soar, especially those for circulation and registration. New library audiences will appear, especially from the high schools and the municipal government, with the library located in the center of the township and in the municipal complex.

Old Bridge Public Library plans to continue its present growth and to expand into new areas of collection, service and programming. The present collection is largely print-oriented and other media and materials must be provided. Programs for adults are very limited and should be increased. The opening of the new central library offers an opportunity to broaden and deepen service, but financial resources for expanded operations must be found in order to use this new facility for the greatest advantage of the citizens while maintaining present services.

History

Laurence Harbor

The original Free Public Library of Madison Township was established, supported and operated on a volunteer basis by the Laurence Harbor Woman's Club. It opened its doors on June 29, 1957, in the basement of #9 School. At that time it provided nine open hours each week as well as story hours, and housed a collection of approximately 2000 donated volumes. Although

2 Beckerman, Edwin P., Survey of Library Service in Madison Township, 1969, p. 17.

Table 20
Old Bridge Public Library
NEW JERSEY LIBRARY STATISTICS - MADISON TOWNSHIP -

Source: New Jersey State Library, Department of Education, New Jersey Public Libraries Statistics 1969/1970/1972/1973/1974/1975 plus figures submitted for 1975 by Old Bridge Public Library

	1969 Laurence Harbor	1969 Old Bridge	1970	1971	1972	1973	1974	1975
STAFF								
Professional Certified	1	0	1	2	1	3	4	4
Employed Full Time	1	0	1	7	10	11	11	13
Full-Time Equivalents	1	1	0	7	17	18	19	20
Volunteers	26	0	56	2	3	5	1	1
VOLUMES								
Owned Year End	13,659	5,875	22,197	16,770	22,046	29,117	36,501	50,469
Purchased During Year	907	145	4,093	4,407	5,992	8,068	8,363	15,667
Per Capita	1.95	1.95	.45	.34	.44	.58	.71	-
Total Circulation	6,836	27,964	45,461	64,479	89,996	90,505	107,470	148,818
Percent Change Previous Year	-3.7	+25.0	+30.6	+41.8	+39.6	+0.6	+18.7	+38.5
PERIODICAL TITLES	39	0	38	117	165	164	183	164
HOURS OPEN WEEKLY	10	11	35	50	50	50	50	59

the school was originally made available only for a summer program, popularity of the library encouraged the Board of Education to make space available during the school year. In November 1959 the library was incorporated as an association library and in May of 1960, the Woman's Club was given permission to use the former police headquarters and municipal court building in Laurence Harbor as a permanent home. The new library building was dedicated on August 28, 1960 and opened on September 13 with six and one-half hours of public service each week. Further renovations were made in the autumn of 1962.

During the years, funds were raised for the library by means of benefit programs, theatre and card parties and book fairs. The library sponsored art exhibitions, great book discussions and many children's story hours and reading programs. By 1969 the collection had grown to 13,659 volumes.

Old Bridge

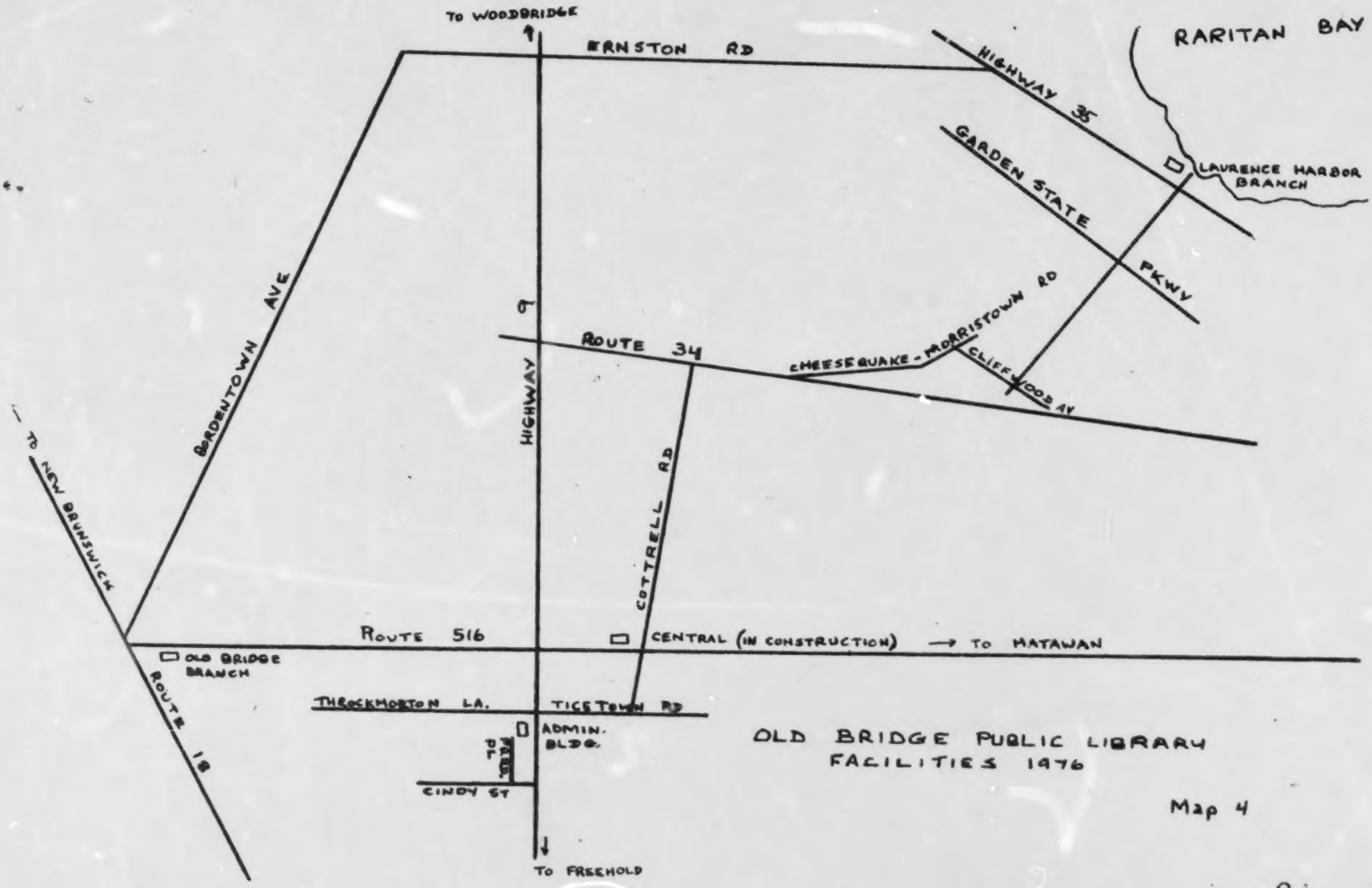
In 1958 the Madison Township Public Library Association of Old Bridge was formed. Land on Route 516 was donated by the developer of Southwood and by 1961 funds had been raised to buy a former army medical dispensary and move it to the site. Books were donated or purchased and cataloged, and the library made ready for use, but in the summer of 1962, extensive vandalism of the new collection put a temporary halt to library services in Old Bridge. On July 14, 1964 the library opened for daily children's story hours in hopes of getting adult volunteers to complete the repairs and renovations of the building, but was unsuccessful in this task. However, the donation of funds by the township in 1965 and 1966 sparked new interest and the library finally opened to the public in July 1966 with nine hours of public service per week. The number of volumes owned at the end of 1969 was 5,875.

Municipalization

In 1964 Frances Smith, State Library Consultant, proposed to representatives of the two library associations of Madison Township that they merge and municipalize in order to operate more effectively and to have access to increased funds from the municipal, state and federal governments. In 1969 the Madison Township Library League was incorporated, with trustees of both township association libraries actively involved. The two libraries then jointly hired a part-time director, Charlotte Shatkin. This League obtained a grant from the Madison Township Community Center Corporation for a study of public library service in the township in 1969. This report pronounced it "surely the poorest example of library service in any community of its size in New Jersey"[3] and recommended the establishment of a municipal library. In 1970 the question "should a free public library be established in Madison Township" was placed on the ballot.

The referendum was passed overwhelmingly on November 3, and the first Library Board of Trustees appointed. The major problems facing the library at this time were lack of trained staff, of adequate space and of sufficient hours and numbers of books and periodicals to meet minimal standards for state aid. Irene Gitomer became the director of the new municipal library on February 1, 1971, library hours were expanded to 35 per week at each branch and a budget of $100,075 approved by the township council.

3 ibid



OLD BRIDGE PUBLIC LIBRARY
FACILITIES 1976

Map 4

stacks and seating, for exhibits and programs, for use and storage of A-V materials and for administration, circulation and bookmobile staff. There is no space for the ordering and processing departments. It is hoped that the new library will be in operation early in 1977 although no funds have yet been provided for moving or staff.

In addition to the three buildings now in use and the new central library, the Old Bridge Public Library has two bookmobiles, which made 40 scheduled stops each week until April 1976. At that time, lack of funding made it necessary to go to an alternate week schedule. Bookmobile service was proposed and approved in principle in 1971 but first went into operation in August 1974 with a van previously used as a police film library. The second van was provided by a gift from the Madison Township Library Bowling League and went into service in April 1975. Bookmobiles are especially appropriate in such a large and fragmented area, and have been very successful. A report on this program was prepared in September 1975: see Appendix I

> *The new central building is ideally located at the geographic center of the township, near the junction of Route 516 and Highway 9. As part of the municipal complex, it will be at the administrative center also. Madison Township High School is almost directly opposite and Cedar Ridge High School and Sandburg Middle School only down the road, which should make its use by students very heavy. Since the present branches are at the very extremities of the township, both will remain in operation, although the present Old Bridge branch should be converted to a reading room on the first floor with the basement devoted to other library or community purposes. If a planned unit development is built, another branch may be considered there. Bookmobile service will continue to serve other developments and outlying areas.*

Programs

Children's programs have been the mainstay of library activity since the beginning of service on a private, volunteer basis. Story hours for pre-school children are offered twice a week at each branch during the school year. Outdoor story hours coordinated with the bookmobile routes and the summer program of the Recreation Department were added in the summers of 1975 and 1976. There are monthly films at Laurence Harbor for grades 2-6 and other film programs are offered regularly for various age groups. Arts and crafts programs have been tied to holidays and to display (i.e., a Tribble making workshop while Star Trek materials were being featured at both branches).

Periodic attempts have been made to provide adult programs in the libraries. Both mini-lectures and book discussions have been provided for mothers of children attending story hours. Talks, demonstrations and arts programs have been scheduled, especially during National Library Week and Library Emphasis Week, a local equivalent of the former. Only a few special programs have been successful. On several occasions, there has been no audience at all for a volunteer speaker.

The lack of adequate meeting space and the fact that the community has a large commuter population may have been operative factors. At present monthly feature films are being presented at Madison Township High School, with attendance ranging from 3 to 123 people.

During 1973 a Woman's Information and Referral Center was established at the Old Bridge branch library with a state grant of $500 and volunteer organization and staffing. It was discontinued for lack of staff and support. Materials from it remain on file at the branch and have been updated. An attempt is made to provide some information and referral service but lack of space and staff have kept this to a minimal, ad hoc basis.

In January 1975, a Friends of the Library group was successfully organized, with a primary goal of getting funds and publicity for the library on both a local and state basis. They offer some social events for members and sponsor a monthly book discussion group. In October 1975 they provided community calendars for both branches, which are now maintained by branch staff. They have provided speakers and programs for National Library Week and Library Emphasis Week. The Friends also provided birthday cakes and hostesses for the library birthday party held on the anniversary of the municipalization referendum in November 1975.

Special events, such as the birthday party, have met with some success, and a series of contests in 1975 attracted interest.

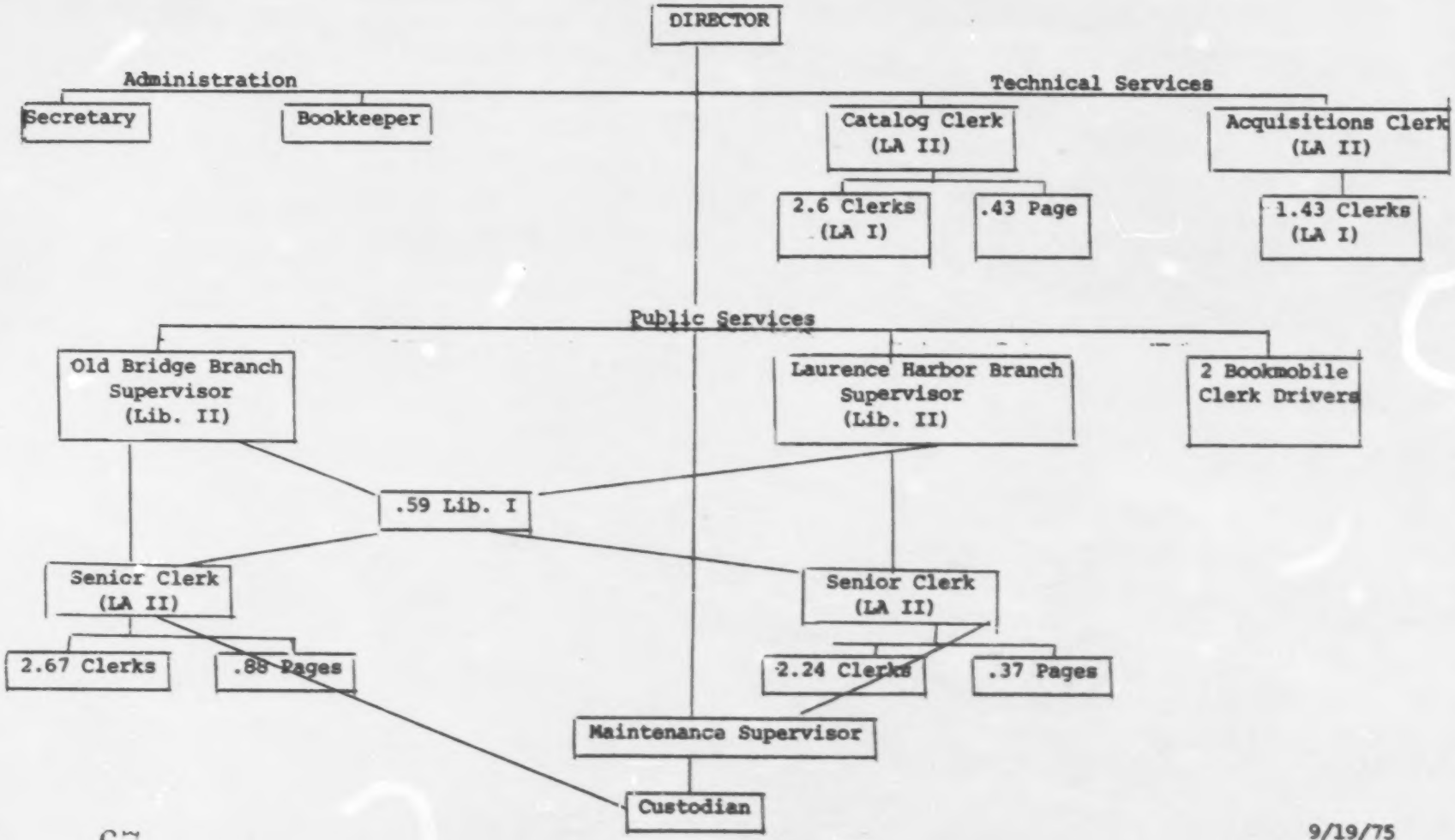
> *Children's programs of Old Bridge Public Library are extensive and well organized. When space becomes available at the Old Bridge branch, the library would like to develop a special collection and programs for young adults. Adult programming must be increased and broadened, hopefully in the areas of information service and of cultural activities, since there is no other community-wide focus for them. Since space and staff are at present severely limited, an attempt should be made to carry programs out into the community, through cooperation with other organizations.*

Staff and Organization (See Chart 5)

The two full-time professional librarians now employed are greatly over-burdened by the fact that each is doing two full-time jobs: the Reference Librarian is also the head of the Old Bridge branch the Children's Librarian of the Laurence Harbor branch. Their only regular professional assistance comes from one part-time reference librarian, who will become a full-time employee when the new central library opens. The greatest present need is for a librarian with special competence in the audio-visual area, which needs to be built up from the current level of out-dated and damaged materials. Video programming is another area for which plans should be made at present.

Chart 5

Old Bridge Public Library
TABLE OF ORGANIZATION



9/19/75

Each branch now operates independently, though procedures are partly standardized and programs coordinated. There is a regular exchange of information through professional personnel. Each branch has only one full-time library assistant, a senior clerk. All other employees work on a part-time schedule, which makes available a pool of labor to draw on for replacing people on vacation, holiday or sick leave, but also creates many scheduling problems.

Administrative and technical staff at the Administration Building are nearly all full-time non-professionals. There is no present need for a professional cataloger since almost no original cataloging is done. However, there is a present need for temporary clerical help in both acquisitions and processing to cope with the addition of volumes for the central library. For the past two years, the library has employed college students on summer work-study programs to assist in technical services and to relieve the bookmobile drivers, and had other students on Manpower and CETA programs.

Total paid staff in full-time equivalents at the end of 1975 consisted of 3.6 professional librarians, 16.9 non-professionals in clerical and administrative jobs (including one technical services clerk provided by CETA), 1.9 pages and .5 custodian (plus one CETA maintenance supervisor). In early 1976, both branches opened Sunday afternoons for four hours, for which additional employees were hired. However, in March, insufficient funding made it necessary to cut one bookmobile driver, one part-time clerk in the ordering department, and a total of three mornings and three evenings in both branches for a 7% cut in all part-time hours. Minimum Standards for Public Library Systems, 1966, ALA, recommends that "one staff member (full-time or equivalent) should be the minimum provision for each 2000 people in the service area" (p. 54). At the estimated 1975 population of 53,500, this would have been 26.75 FTE, compared to the actual total of 22.4. Moreover, one-third or 8.9 of these should have been professional staff, compared to the present 3.6.

A librarian with A-V expertise should be hired now to bring professional staff up to State Aid standards, to develop the AV collection and services, and to relieve some of the pressure on the present branch librarians. When the central library opens, the present part-time reference librarian should become full time, with primary responsibility for the Laurence Harbor branch. At this point another librarian with special training in young adult service should be employed to take charge of the Old Bridge branch.

The employment of full-time personnel for the branches and the central library should be encouraged, which can be done with least friction when the new building is being staffed. A new level of non-professional employment has been created for people in charge of library-wide services or procedures. A new procedures manual is being compiled.

Finance (see Table 21)

As a municipal library, Old Bridge Public Library is entitled to support from local taxes at a mandated minimum rate of 1/3 mil per $1.00 assessed valuation. In 1976, the municipality is contributing $225,000 or 3.0% of the total municipal budget. On an estimated population of 56,000 per capita municipal contribution at this level is $4.02 and total per capita spending on the basis of the 1976 library budget will be $5.41. This is far below county and state averages (see Table 17, p. 23). The National Commission on Libraries and Information Science recommends $8-10 per capita or a total budget of $448,000 to $560,000 in 1976. The Old Bridge Public Library budget for 1976, excluding 1975 encumbered funds, is $265,183.

The second greatest source of income is New Jersey State Aid, which is based on population according to the 1970 census and paid at rates varying by local tax contribution. At 1/3 mil per $1.00 equalized valuation, State Aid at full funding is $1.00 per person; at 1/2 mil, $1.25 per person. At full funding, therefore, Old Bridge Public Library would receive $48,715 at its present level of municipal support. If municipal support had reached $262,652 for 1976, Old Bridge Public Library would have received $60,894 at full funding in 1977. Unfortunately, State Aid, though mandated by law, has achieved full funding in only one year, 1974, based on 1973 support. In 1975, it was at 72% full funding, and in 1976 may be less than 50%.

Other sources of income are fines and gifts. Many libraries have experimented with a "no-fine" policy and found that savings in staff time and missing books and improvements in public relations have made it worth-while. Old Bridge Public Library would like to consider such a policy but cannot until finances improve. Gifts cannot be estimated for budgeting purposes, and are also usually designated for a special purpose by the donor, but there has been an annual gift from the Madison Township Bowling League, which over one two-year period paid for the second bookmobile. Gifts in 1975 were exceptionally high, thanks to the efforts of the Friends of the Library. They not only held book sales and benefits, as well as a special fund-raising campaign, but persuaded Council Members Bush and Murphy to donate $1000 each from their salaries. In 1976 the gift of a microfilm reader-printer and filmed newspapers with indexes has already been received from the Madison Township Community Center Corporation.

Funding for the central library has not been the problem of the Old Bridge Public Library, since the building is being erected as part of the municipal complex. The township council has also amended their bonding proposal to include $75,000 for library furnishings and equipment and another $75,000 to purchase and process additional books for the central library collection, which is being done.

> *Every effort should be made to bring municipal tax support of the library at least to the level where Old Bridge Public Library will receive maximum state aid. Other sources of income such as endowments and grants should be sought. A "no fines" policy should be instituted at least on an experimental basis when finances permit.*

Table 21
Old Bridge Public Library
NEW JERSEY LIBRARY STATISTICS - MADISON TOWNSHIP

Source: New Jersey State Library, New Jersey Public Library Statistics 1969/1970/1972/1973/1974/1975 plus figures submitted for 1975 by Old Bridge Public Library

	1969							
	Laurence Harbor	Old Bridge	1970	1971	1972	1973	1974	1975
Population Served	-	-	48,900	49,600	50,180	50,630	51,170	-
Equalized Valuation x 1000	-	-	296,282	332,542	389,766	453,660	496,810	-
Income								
Local Tax Support	5,000	5,000	52,805	100,075	125,000	143,000	162,000	200,000
Per Capita State Aid	-	-	4,077	17,203	39,105	44,142	48,715	35,661
Total Income	5,183	6,665	59,560	141,934	205,461	207,083	229,714	269,801
Expenditures								
Salaries & Wages	1,376	0	13,655	58,639	90,334	117,186	136,591	171,648
Library Materials	2,014	1,538	23,800	19,051	42,013	52,000	53,026	61,251
Total Expend.	5,816	3,310	48,892	108,838	194,229	202,423	227,804	266,956
Per Capita Local Expend.	-	-	$1.00	$2.19	$3.87	$4.00	$4.45	-

Budgets have grown from $141,934 in 1971, the first year after municipalization to $303,110 in 1976. In 1975, $171,648 or 64% went for personnel, including custodial staff and fringe benefits, $55,380 or 20% for library materials, and the remainder (16%) for operating expenses, equipment and furnishings. National proportions, as compiled by Illinois Libraries for 1973 (Illinois Libraries, September 1974) were: Salaries 68%, materials 17%, other 15%.

Table 22
New Jersey Libraries
PERCENTAGES OF EXPENDITURES: 1974
Source: N.J. State Library Development Bureau

	Salaries and Wages	Library Materials	Other Expenses
New Jersey	68.8	17.9	13.3
Middlesex County	66.5	20.9	12.4
Madison Twp. P.L.	60.0	23.3	16.8

Relations With Other Libraries

New Jersey has a three level network of local and research libraries. There are at present 25 area libraries providing consultant, courier, reference and training services and back-up collections, as well as a varied list of other materials and assistance. The area libraries in turn request help and materials from one of two regional libraries, the New Jersey State Library in Trenton serving the southern half of the state and Newark Public Library serving the northern half.

These two libraries may obtain books and information directly from Rutgers and Princeton University Libraries, together with which they comprise the four research libraries in the state system. Of the 21 counties in New Jersey, thirteen have county libraries, ten of which are also area libraries. Local libraries may be either municipal, in which case they receive support from tax revenues at a mandated rate of at least 1/3 mil per $1.00 assessed valuation, or association libraries, which are privately supported, although they may be granted funds from local or county tax revenues.

The Old Bridge Public Library is a municipal library, originally formed from two association libraries. Middlesex County has no county library, but is served by two area libraries, Woodbridge Public Library for the northern part of the county and East Brunswick for the southern (including Old Bridge Township).

Before East Brunswick was designated as area library in June, 1976, Old Bridge Public Library received a great deal of unofficial help and service from Woodbridge Public Library. The director of Woodbridge Public Library, Edwin Beckerman, was the author of the first outside study of the

libraries of Madison Township, and served as a trustee for the first year after municipalization. Ties with Woodbridge remain especially warm and friendly, if informal.

Old Bridge also has a close relationship with East Brunswick Public Library and actively promoted its bid for the area library designation. Both communities, which are neighbors, underwent a period of exceptional growth in the 60's and have had new buildings under construction. East Brunswick Public Library has had exceptional local support, and has set a standard of service to which Old Bridge Public Library's is frequently compared.

Old Bridge Public Library is a member of the Libraries of South Middlesex (LSM), an unofficial organization, established in 1971, of the twelve libraries in the region now served by East Brunswick as area library. Separate bimonthly meetings of directors and trustees have been held to exchange information, plan for joint projects, make joint applications for grants and participate in workshops. In 1972 each library in LSM received an $800 grant to develop collection in a specialized area as a joint project, and in 1973 seven of the libraries received a grant for a joint cassette project. This was coordinated through Madison Township Public Library, with recording and copying equipment and cassette masters housed at the Administration Building. In 1975 this project was eliminated.

Six of the libraries in LSM have signed as charter members of the Federation of the Libraries of South Middlesex, which was to become official in January 1976, but has encountered some delays. The initial programs of this federation would have been reciprocal borrowing and courier service, but these will now be provided by the area library. In the future the Federation hopes to initiate many other projects, such as joint employment of a public relations expert, joint programming and possibly computerized circulation. After a presentation of the Federation proposal in July 1975, Old Bridge Public Library decided to postpone joining until after the opening of the new central library because the immediate effect of joining, with present Old Bridge Public Library facilities and collection, would be a loss of patrons and revenue.

Since 1974 Old Bridge Public Library has been a member of the Monmouth County Regional Film Circuit, one of five library film circuits in New Jersey. From them, the library may borrow 16mm. films, both shorts and features, for patrons and for library programs. Member libraries also have access to special films, some on a conditional lease basis for use in library programs only.

Residents of Old Bridge Township have access to the Rutgers University Library in New Brunswick for free in-library use of materials and can obtain materials on Inter-Library Loan through the network. Princeton University Library is also within easy driving distance but limits access, though materials are available on ILL.

Within the township, there have been good relations between the public and school libraries, all of which have professional staff. (see Table 23). Librarians from both systems met in the autumn of 1975 to discuss areas of possible cooperation and to set up schedules for visits by the Children's Librarian to all second grade classes at the school libraries and visits by sixth grade classes to their nearest branch library. Several school library classes have also toured the bookmobile by special arrangement. The audio-visual department of the school system has been extremely generous in lending equipment for temporary or long-term library use, and the schools themselves have kindly lent space for programs which the library could not accommodate.

A functioning area library will greatly improve services for Old Bridge Public Library patrons and improve communication between Old Bridge Public Library and other libraries in the state. Old Bridge Public Library should become a member of the Federation of Libraries of South Middlesex as soon as the central library is in operation. Closer and more frequent contacts with the local schools and school libraries should be maintained.

Previous Library Studies

Old Bridge Public Library is possibly the most thoroughly studied, surveyed and reported library in New Jersey. Before this study, within a ten year period, three full reports were presented and library collection and usage surveyed as well.

In March 1967, a report was submitted by the Madison Township Free Public Library Committee, an ad-hoc group established a year before for that purpose. They felt that a new library of 9000 square feet should be built, both branches retained, with an initial collection of 25,000 volumes and fifty periodical titles, staffed by five full-time employees (including one professional) plus volunteers, for fifty hours of service per week. They estimated the cost of such a library at $350,000 including furnishings and collection, with an annual operating budget of $51,000. This committee concluded, however, that this was not feasible with "the financial position of the municipal treasury"[4] and recommended municipalization of the two existing libraries and local funding at .5 mil per $1.00 assessed valuation.

In 1969 Edwin Beckerman, Director of Woodbridge Public Library, prepared a report financed by a gift from the Madison Township Community Center Corporation. He found that "by any test of adequacy, public library service in Madison Township is almost completely lacking. Poor collections, inadequate staffing, poor building facilities, inadequate hours of service, all serve to describe extremely poor library service, surely the poorest example of library services in any community of this size in New Jersey".[5]

4 Report of the Madison Township Free Public Library Committee, 1967, p. 6
5 Beckerman, op cit

Table 23

OLD BRIDGE TOWNSHIP SCHOOL LIBRARY SERVICES 1975

Source: Old Bridge Township Board of Education

Madison Township Public Schools	Professionals	Hours	Print Collection	Periodicals	Filmstrips	Cassettes	Records	Transparencies	Film Loops	Slides	Globes	Maps	Multi-media Kits	Still Pictures	Microfilm
Cedar Ridge High School	2+2 clk	7	10,599	155	455	62	324	1387	-	900	5	100	-	233	989
Madison Twp. High Sch.	2+2 clk	7	18,002	200	838	161	203	68	28	255	3	38	98	39	840
Salk Middle School	1.5 + 1 clk.	6-1/2	8,382	75	665	80	85	300	71	31	80	39	120	210	-
Sandburg Middle School	1.5 + 1 clk.	6-1/2	8,163	89	852	30	137	133	74	15	4	-	138	125	-
Carpenter Elem.	1	6	4,549	20	386	18	12	260	5	-	24	17	13	25	-
Cheesequake Elem.	1	6	4,302	28	527	29	158	519	50	55	15	19	4	-	-
Cooper Elem.	1	6	4,368	25	574	46	239	70	-	-	9	14	6	-	-
Glenn Elem.	1/2+1/2 clk	6	4,608	17	417	62	29	458	-	-	14	27	27	-	-
Grissom Elem.	1/2+1/2 clk	6	4,500	25	461	67	127	389	-	48	10	46	29	-	-
Madison Park Elem.	1	6	6,445	40	805	60	121	111	-	-	7	25	3	9	-
McDivitt Elem.	1+1clk	6	5,070	21	198	46	62	40	36	12	2	29	137	135	-
Memorial Elem.	1	6	4,749	25	1267	102	125	22	-	-	22	44	11	76	-
Miller Elem.	1/2+1/2 clk	6	4,977	17	209	14	14	530	-	-	75	-	10	-	-
Schirra Elem.	1	6	4,541	30	271	29	62	65	-	36	18	18	-	-	-
Shepard Elem.	1/2+1/2 clk	6	4,081	20	713	15	201	307	-	26	31	15	3	-	-
Southwood Elem.	1	6	5,429	20	461	24	96	50	-	-	26	51	12	-	-
Voorhees Elem.	1	6	3,354	22	752	138	65	503	-	-	21	35	76	44	-

NO SUMMER HOURS

No evenings or Saturdays

All schools have access to county and township 16mm film libraries.

His recommendations were municipalization; retention of the Laurence Harbor and Old Bridge libraries as branches; construction of a library for 50,000 books and 125 readers near the junction of Highway 9 and Route 516; development of staff and of books and periodicals holdings; expansion of hours of service to 50 per week; establishment of a Friends of the Library; municipal support at .5 mil per $1.00 of equalized valuation; regional service through an area library and Libraries of South Middlesex Federation. Most of these have been met, but staff and municipal support are still below recommended levels.

In 1974 a study and building program was prepared by Andrew Geddes, Director of Nassau County Library, New York, to be used in planning facilities and services for the central library building.[6] He recommended: a central building of 16,000 square feet, (though noting that 37,125 square feet were necessary to meet standards); institution of bookmobile service on a 2-3 year trial basis; the retention of both branch libraries with an additional professional staff member at each; retention of the administration building for technical, bookmobile and business services and storage. Other recommendations were 76 hours of service per week, including 4 hours on Sunday; a circulation staff of 8.5 clerks and 60 page hours at the central library and a total of 10 professional librarians; the addition of 150,000 books to the collection over 10 years; trial bus service to the library; appointment of a citizens committee to seek gifts and contributions and sell the concept of the new library; a program of service for all segments of the community; development of written procedures; school/public librarian meetings; addition of AV and large print material; the installation of photocharging (or possible computerized circulation) when circulation exceeds 100,000 at the central library; the possible construction of another branch if a Planned Unit Development is built in the township. Most of these proposals have yet to be realized, and not all will be, but many are contingent upon the opening of the new central library.

During 1974, Old Bridge Public Library also participated in a study "to refine and test new measures of library service and train library personnel in their use",[7] under the direction of Dr. Ernest DeProspo of Rutgers Graduate School of Library Science. The Old Bridge and Laurence Harbor branches sampled availability and use of materials, facilities and staff. Both branches showed above average availability of materials, average or less usage of materials, Laurence Harbor average or lower usage of facilities and staff, and Old Bridge average or higher. Useful data compiled included a profile of the library collection and statistics showing in-library use of collection at a rate of 20% (Old Bridge) to 51% (Laurence Harbor)

> *Previous reports have emphasized library status (municipalization), library construction, and library collection. Old Bridge Public Library has followed recommendations or improved in each of these areas. The focus of this report is library goals, services and programs.*

6 Geddes, Andrew, Madison Township Public Library, Old Bridge, N. J.: A Study and Building Program. 1974

7 DeProspo, Ernest et al, Performance Measures for Public Libraries, 1974. Project Summary Statement

Collection

The Beckerman report states[8] that at the end of 1968 the Old Bridge library held 5760 volumes and the Laurence Harbor library 12,982, a total of 18,742 for a population of 41,160. In 1969 2,245 volumes were added. Checking these holdings against 8 standard lists, the largest number held by either branch was 30 of 72 adult fiction titles published in 1967 (see Table 24).

Much of the collection held at municipalization was in poor condition or out of date. A thorough weeding produced a total collection of 16,770 at the end of 1971. In the four years since then the total collection has more than tripled.

Table 25
Old Bridge Public Library
COLLECTION
Source: Old Bridge Public Library Statistics

Volumes Added

	Laurence Harbor	Old Bridge	Central + Bookmobile	Total Added	Percent Change in Rate	Total Volumes	Percent Change in Total
1970	1752	1705	-	3457	-	16,142	-
1971	2022	1973	-	3995	+15.6%	16,770	+ .8%
1972	2365	2612	546	5523	+38.2%	21,546	+32.4%
1973	2520	3304	2553	8177	+48.1%	29,117	+35.1%
1974	1857	2234	4371	8462	+ 3.5%	36,501	+25.4%
1975	3039	4185	8443	15667	+85.1%	50,469	+38.3%

Rented books (McNaughton Plan) provide an additional 500 volumes. In 1975, Old Bridge Public Library finally passed the minimum number of volumes required for full State Aid, which is based on 1970 census population (48,715). On the basis of 1975 population (53,500 est.), there was still less than one volume per person, and the recommended minimum of two volumes per person would require a collection of 107,000 volumes at present, growing to 130,000 by 1980 for a projected population of 65,000.

In 1975, 15,667 books were processed; in 1976 it is proposed to add 15,000-18,000 volumes including 10,000 purchased with the bond allotment of $75,000 for the central collection, which will give a total of 65,500-68,500 before discards. In order to meet the recommended minimum of 130,000 by 1980, it will be necessary to continue adding items at the rate of 15,000 per year, almost twice the former maximum rate. New Jersey State Aid minimum rate for additions would be 4,872 per year, ALA minimum standard 9,333 per year.

8 Beckerman, op cit, p.13

Table 24

Old Bridge Public Library

HOLDINGS OF MADISON TOWNSHIP LIBRARIES ON 8 CHECKLISTS IN 1969

Source: Beckerman, Edwin, Survey of Public Library Service in Madison Township. 1969. p. 15

	Adult Fiction Fiction Catalog 1960 ed. 100 titles	Adult Fiction Fiction Catalog 1967 suppl. 72 titles	Adult Non-Fict. Standard Catalog 1966 78 titles
Old Bridge	25	30	16
Laurence Harbor	29	13	6

	Children's Books Children's Catalog 1966 100 titles	Children's Books Children's Catalog 1967 suppl. 93 titles
Old Bridge	23	23
Laurence Harbor	3	0

	Reference Books Barton List 100 titles	Business Books Library Journal 1968 59 titles	Science-Technology Books Library Journal 1968 100 titles
Old Bridge	18	2	2
Laurence Harbor	4	11	8

Table 26
Old Bridge Public Library
PROJECTED COLLECTION AT VARIOUS RATES

	Estimated Population	4,872 per yr. (N.J. min.)	9,333 per yr. (ALA min.)	8000 per yr. (rate 1973/4)	15,000 per yr. (rate 1975)
1975	53,500	50,469	50,469	50,469	50,469
1976	56,000	55,341	59,802	58,469	65,469
1977		60,213	69,135	66,469	80,469
1978		65,085	78,468	74,469	95,469
1979		69,957	87,801	82,469	110,469
1980	65,000	74,829	97,134	90,469	125,469

ALA min. collection: 2 volumes per person = 130,000 in 1980 for est. pop. of 65,000

(Note: for the purpose of this projection, discards are presumed to equal gifts added)

AV materials can be counted as units of collection on a dollar average basis, and the 1976 proposed budget calls for the addition of 100 records/cassettes and 100 8mm. films. This is an area in which present collection is greatly lacking. Only 4 cassettes were added in 1975 to previous holdings of 504 cassettes/records and 257 8mm. films, many of which are now in need of repair or replacement. These have been the only non-print items in the Old Bridge Public Library collection, although 16mm. films are available through the Monmouth County Regional Film Center and the library does lend cassette players, a portable microfilm reader and 8mm. film projectors to patrons. In this same period, other libraries have been offering filmstrips, framed prints, posters, sculpture, calculators, toys, games and even tools. A new medium now being developed and a possible addition for libraries is video discs.

The 1974 Rutgers study of the branch libraries provided a profile of the collection as it then existed on the basis of sampling. Of a sample of 501 titles at the Old Bridge branch, one-half were fiction, one-third juvenile books (fiction and non-fiction), and of the total 36% were five years old or less, 42% ten years old or more. Of a sample of 461 titles at Laurence Harbor branch, one-half were again fiction and one-third juvenile, and of the total 48% were five years old or less, 29% ten years old or more (see Table 27).

Old Bridge Public Library is building a general collection for the central library. There must be steady addition of new volumes at the rate of at least 8-10,000 per year. Priority must be given to non-fiction and juvenile titles, since these are the areas most lacking at present. Juvenile books are in special demand on the bookmobile, where they should comprise one-half the collection. McNaughton plan adult books are especially appropriate for the bookmobile where space is limited and turn-over rapid. The library must also build special collections as the need arises; at present a business collection and professional books on education should be added.

Table 27
Old Bridge Public Library
SHELF LIST SAMPLE

November 1974

	Laurence Harbor Branch (Sample size 461)		Old Bridge Branch (Sample size 501)	
	By Dewey Class			
	Total Titles in Sample	Percent of Collection	Total Titles in Sample	Percent of Collection
000-099	2	.4%	3	.6%
100-199	8	1.7%	8	1.6%
200-299	8	1.7%	8	1.6%
300-399	41	8.9%	44	8.8%
400-499	2	.4%	5	1.0%
500-599	23	5.0%	25	5.0%
600-699	32	6.9%	31	6.1%
700-799	25	5.4%	30	6.0%
800-899	24	5.2%	28	5.6%
900-999	62	13.4%	70	14.0%
Fiction	234	50.8%	249	49.7%
Total	461	99.8% *	501	100.0%

* Total less than 100% because of rounding

	By Date of Publication			
1974	16	3.5%	14	2.8%
1973	27	5.9%	25	5.0%
1972	51	11.0%	46	9.2%
1971	73	15.8%	69	13.8%
1970	54	11.7%	34	6.8%
1965-69	105	22.8%	111	22.2%
1960-64	53	11.5%	69	13.8%
1955-59	26	5.6%	38	7.6%
1950-54	17	3.7%	44	8.8%
Pre 1950	33	7.2%	47	9.4%
No date	9	1.6%	4	.8%
Total	461	100.3% *	501	100.2% *

* Totals equal more than 100% because of rounding

Circulation

Although it is to be expected that library circulation would increase during economic recessions, the great rate of increase since municipalization at Old Bridge Public Library indicates a real demand for library service.

Table 28
Old Bridge Public Library
TOTAL CIRCULATION 1970-1975
Source: Old Bridge Public Library Statistics

	Laurence Harbor	Old Bridge	Bookmobile	Total	Percent Change
1970	12,594	32,867	-	45,461	
1971	14,418	47,106	-	61,524	+35.3%
1972	10,827	79,169	-	89,996	+46.3%
1973	12,959	77,546	-	90,505	+ 0.6%
1974	29,618	72,687	5,165	107,470	+18.7%
1975	32,939	86,784	29,095	148,818	+38.5%

The circulation for 1975 represents 2.78 books per capita population of 53,500 or 13 per registered borrower.

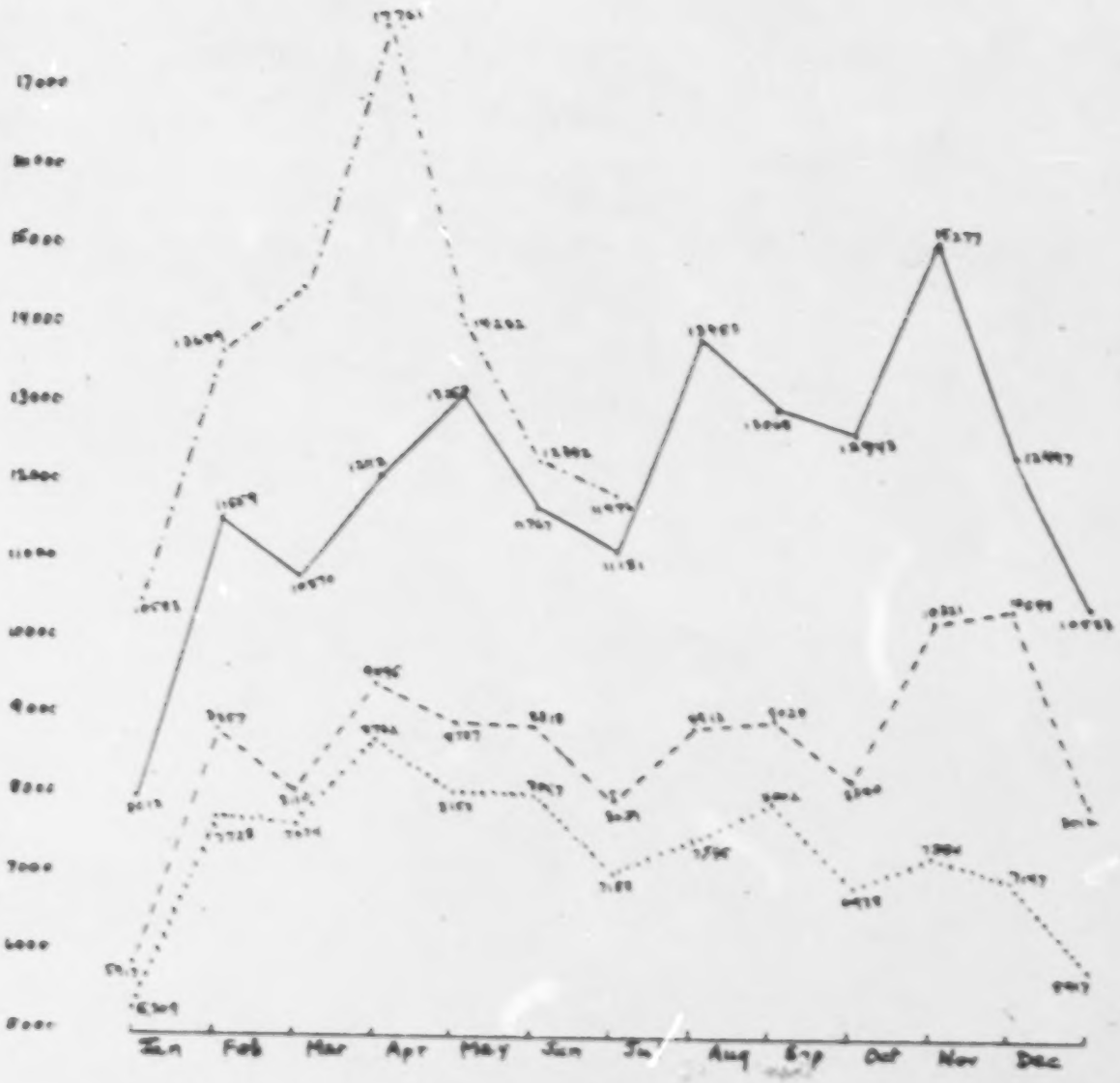
Basic monthly circulation patterns have remained the same over the last three years (see Chart 6) but with progressively more exaggerated peaks in January, April, July and October. In all cases, December was the low point of the year. Moreover, for the same period, both adult and juvenile book circulation show the same pattern and peaks (see Charts 7 and 8). By outlet, there are some variations in pattern (see Chart 9). Over half the books were circulated from the Old Bridge branch in 1975, and spring circulation there peaked in March rather than April. In 1975, bookmobile circulation showed a slight drop with the addition of a second bookmobile, possibly because of the great change in schedules, but then rose to pass circulation at the Laurence Harbor branch during the summer months.

As can be clearly seen on Charts 6 - 9, circulation of all materials and at all outlets was increasing in 1976 at even greater rates than in 1975, up to the point (April 12, 1976) where one bookmobile and twenty hours of service at the two branches were cut because of funding problems. Circulation of juvenile books and of bookmobile materials have fallen below last year's figures but that of adult books and at the branches has risen despite the cuts. The resumption of full bookmobile service for the second half of 1976 would undoubtedly make a great difference in final circulation totals. When the central library opens in 1977, it is expected that total circulation will again increase dramatically.

Analysis of circulation

Use of the library by residents of the seven census tracts and by age, sex and occupational groups was determined by sampling the entire file of

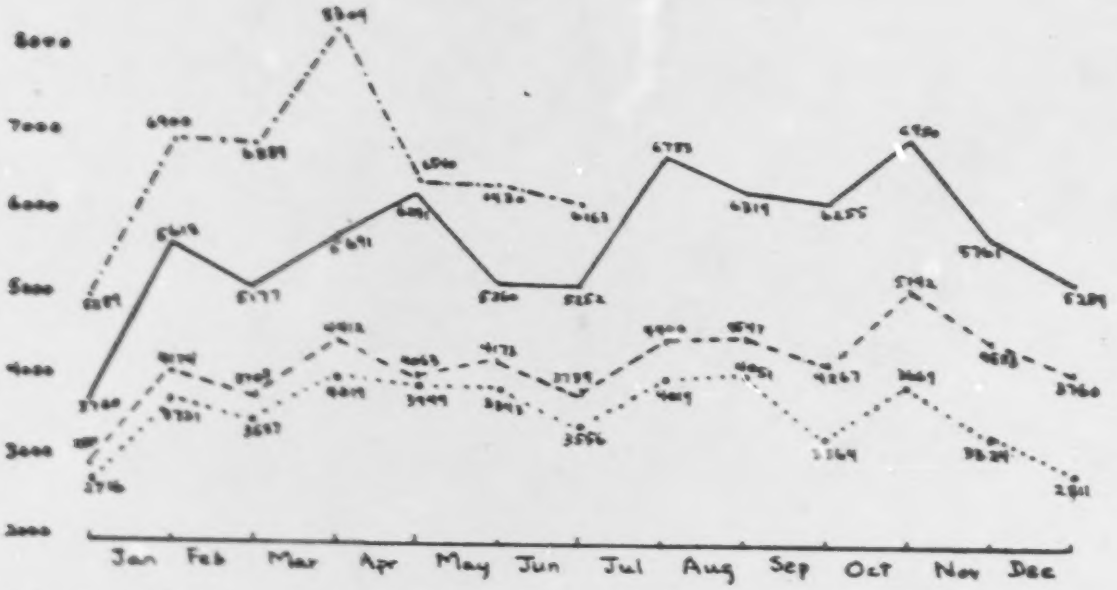
Chart 6



TOTAL CIRCULATION, ALL MATERIALS, 1973/1974/1975/1976

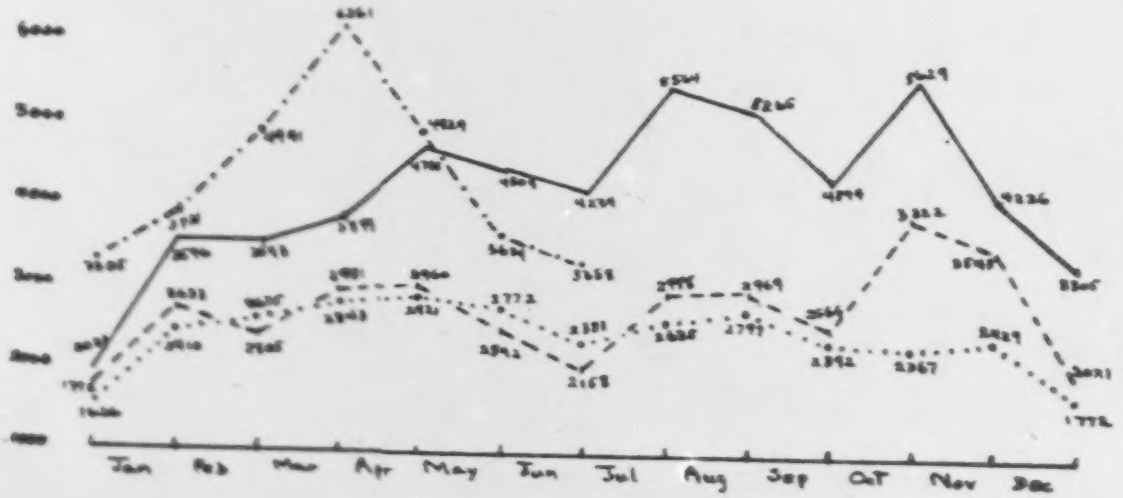
·-·-·-	1976		
————	1975	Total 148,818	(+38.5%)
- - - - -	1974	Total 107,470	(+18.7%)
.....	1973	Total 90,505	(+ 0.6%)

Chart 7



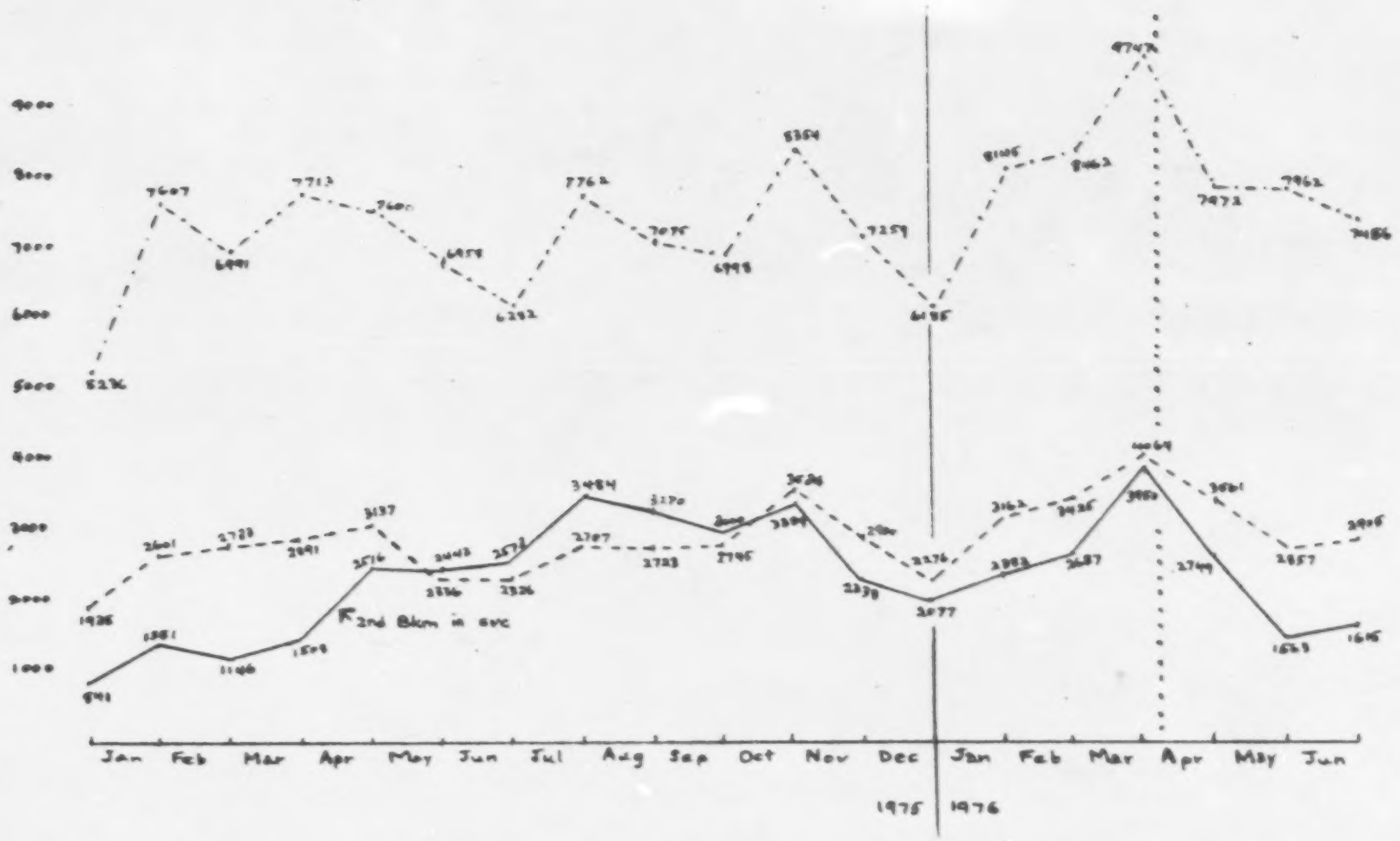
ADULT BOOK CIRCULATION

Chart 8



JUVENILE BOOK CIRCULATION

———	1976		
_____	1975	Adult Circulation	70,646
		Juvenile Circulation	52,999
- - - - - - - -	1974	Adult Circulation	50,938
		Juvenile Circulation	33,748
.....	1973	Adult Circulation	43,923
		Juvenile Circulation	30,396



CIRCULATION BY OUTLET

_____ Bookmobile Total Circulation 1975: 29,095
\- - - - - - - - - - - Laurence Harbor Total Circulation 1975: 32,939
\- . - . - . - . - . - Old Bridge Total Circulation 1975: 86,784
. . . . . April 12, 1976: cuts in branch hours, one bookmobile eliminated

books in circulation on November 17, 1975 and tabulating the results by these characteristics of the borrowers who had checked out books.

Circulation by tract of residence

Results of the sample tabulated by tract of residence showed that the largest percent of each branch's use came from the tracts closest to the facility:

Table 29
Old Bridge Public Library
RESIDENCE OF BORROWERS
November, 1975 Circulation File Sample
1970 Census Data

TRACT	POPULATION OB TWP % of Twp. pop. N=48,715	FACILITY CIRCULATION OB Branch % of OB use N=195	LH Branch % of LH use N=84	Bookmobiles % of BKM use N=124	Total Lib. % of tot. use N=403
0077 OB	18.2%	24.1%	-0-	14.5%	16.1%
0078.01 Gl	4.0%	6.7%	-0-	2.4%	4.0%
0078.02 SWS	32.6%	43.6%	2.4%	13.7%	25.8%
0079.01 Ch	5.1%	.5%	5.9%	5.7%	3.2%
0079.02 LKW	5.6%	10.8%	-0-	11.3%	8.7%
0079.03 CP	20.7%	9.2%	16.7%	36.3%	19.1%
0080 LH	13.8%	-0-	63.1%	9.7%	16.1%
RFD & No Ans.	-	2.6%	10.7%	6.4%	5.5%
Out of town	-	1.5%	-0-	-0-	.75%
Interbranch Loan	-	1.0%	1.2%	-0-	.75%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Old Bridge, Glenwood and Sayrewoods South tract residents accounted for 74.4% of the Old Bridge branch circulation and the residents of the Laurence Harbor tract for 63.1% of that branch's circulation. The largest percent of bookmobile circulation is to residents of the Central Park tract, which falls between the two branches.

The percentage of total library circulation from each facility as determined by the sample results was:

Table 30
Old Bridge Public Library
CIRCULATION BY FACILITY
November 1975 Circulation File Sample

FACILITY	PERCENT OF CIRCULATION
OB Branch	48.4%
LH Branch	20.8%
Bookmobiles	30.8%
Total Library	100.0%

Table 32
Old Bridge Public Library
AGE/SEX OF BORROWERS
November, 1975 Circulation File Sample

Old Bridge Branch
Percent of Old Bridge Use
N=195

	Male	Female	Total
Juvenile	18.6%	10.2%	18.8%
Adult	20.4%	60.8%	82.2%
Total	29.0%	71.0%	100.0%

Laurence Harbor Branch
Percent of Laurence Harbor Use
N=84

	Male	Female	Total
Juvenile	5.1%	14.1%	19.2%
Adult	17.7%	62.8%	80.8%
Total	22.8%	76.9%	100.0%

Bookmobiles
Percent of Bookmobile Use
N=124

	Male	Female	Total
Juvenile	28.2%	29.9%	58.1%
Adult	2.4%	39.5%	41.9%
Total	30.6%	69.4%	100.0%

Total Library
Percent of Total Use
N=408

	Male	Female	Total
Juvenile	14.2%	17.2%	31.4%
Adult	14.2%	54.4%	68.6%
Total	28.4%	71.6%	100.0%

Township Population*
Percent of Township Population
N-48,715

	Male	Female	Total
Juvenile	17.9%	17.2%	34.1%
Adult	31.8%	33.1%	64.9%
Total	49.7%	50.3%	100.0%

* Based on 1970 Census Date

Because of the wide variation in population among the tracts, a means of measuring the extent of use of the library in relation to population was arrived at by dividing the percent of the township population in each tract into the percent of library circulation accounted for at each facility by residents of that tract. In the resulting index, 1.00 indicates that residents account for the same percentage of library circulation as their percentage of the population. An index over 1.00 indicates they borrow from the library to a greater extent and an index under 1.00 to a lesser.

Table 31
Old Bridge Public Library
INDEX OF CIRCULATION BY TRACT OF RESIDENCE
% Circulation - November, 1975 Circulation File Sample
% Population - 1970 Census Data

	OLD BRIDGE BRANCH	LAURENCE HARBOR BRANCH	BOOKMOBILES	TOTAL LIBRARY
0077 OB	1.32	-	.80	.88
0078.01 Gl	1.68	-	.60	1.00
0078.02 SWS	1.34	.07	.42	.79
0079.01 Ch	.10	1.16	1.12	.63
0079.02 LKW	1.93	-	2.02	1.55
0079.03 CP	.44	.81	1.75	.72
0080 LH	-	4.57	.70	1.17

A high degree of circulation to nearby residents is particularly noticeable at the Laurence Harbor branch. The Old Bridge branch has heavy borrowing by residents of Lakeridge West and also Glenwood, even greater than the use by Old Bridge and Sayrewoods South residents, who are closer to the branch. Lakeridge West residents are also heavy users of the bookmobiles, as are Central Park residents. In total library figures, Lakeridge West residents account for the highest degree of usage in relation to population, although their use of the Laurence Harbor branch was too insignificant to measure. Residents of Cheesequake borrow from the library to the least extent in relation to their population, although their percent of use of bookmobiles and Laurence Harbor branch was higher than their percent of the population.

It is also apparent that Laurence Harbor tract residents, with the second highest degree of borrowing, are among the library's heaviest users. Although the Laurence Harbor branch accounts for only 20.8% of the library's total circulation, the index figure for use in relation to local population points out strongly that local residents utilize the branch to a very high degree. Response to bookmobile service in Central Park and Cheesequake as well as Lakeridge West, indicates a potential for heavy library use when services are brought closer to home, and that circulation to residents of these areas can be expected to increase dramatically with the opening of the new central library nearby.

Circulation by age and sex groups

Age groups for analysis were divided into juvenile (5-13) and adult (13 and over). In total library use, adults account for a somewhat higher

percentage of the library's circulation than their percentage of the population. (see Table 32).

Females account for 71.8% of total library circulation, but are only 50.3% of the township's population. Male usage is lower, approximately the same percent of circulation going to adult males as to juvenile males. Over half the library's total circulation is to adult females. There are also differences in borrowing by the age and sex groups at the branches. Juveniles borrow the largest percentage of books circulated from the bookmobiles, but account for less branch circulation than adults. Circulation to adult males from the bookmobiles, as is to be expected for a daytime service, is very low, but even the largest percent of circulation to adult males, 20.4% at the Old Bridge branch, is far lower than their percent of the population.

The index achieved by dividing the percentage of circulation to the four age/sex groups by their percentage of the population shows adults to be slightly heavier borrowers than juveniles. Adult females are the heaviest borrowers, adult males the least. Female juveniles borrow in proportion to their percent of the population, male juveniles to a lesser. A separate index for Laurence Harbor is shown because of the distance of that facility from the other population centers. An even higher degree of borrowing by adult residents is evident at Laurence Harbor, and a noticeably lower degree of male juvenile use.

Table 33
Old Bridge Public Library
INDEX OF CIRCULATION BY AGE/SEX GROUPS
% Circulation - November 1975 Circulation File Sample
% Population - 1970 Census Data

Total Library

	Male	Female	Total
Juvenile	.79	1.00	.90
Adult	.45	1.64	1.06
Total	.57	1.42	-

Laurence Harbor

	Male	Female	Total
Juvenile	.32	.98	.63
Adult	.50	1.80	1.16
Total	.45	1.56	-

Circulation by student/occupational groups

For the purpose of this analysis, status was based solely on the patron's response to "Occupation" on their registration card. While very few responded "retired", it is surmised that the retired as well as the unemployed are included among those not answering this question. As these

categories as given in census figures are not always discreet or comparable to the status assigned in the library's tabulations, no index was included for this analysis, although percentages where available are shown for purposes of comparison.

Table 34
Old Bridge Public Library
STUDENT/OCCUPATIONAL STATUS OF BORROWERS
November, 1975 Circulation File Sample
1970 Census Data

	OB Branch % of OB use N=195	LH Branch % of LH use N=84	Bookmobiles % of BKM use N=124	Total Library % of Tot. use N=403	Township % of Twp. use N=48,715
Students	20.4%	33.3%	58.2%	39.5%	32.5%*
(Elem)	(16.4%)	(16.6%)	(55.7%)	(28.5%)	(23.5%)
(HS & Coll)	(13.9%)	(16.6%)	(2.5%)	(10.9%)	(8.9%)
Housewives	22.6%	23.8%	32.3%	25.8%	15.5%*
Employed	28.2%	11.9%	2.2%	16.9%	60.6%*
Retired & NA	19.0%	31.0%	7.3%	17.8%	

* Based on 1970 Census Data; Population Enrolled in School, Employment Status of Women with Husband Present, Employed Males and Females.

Students account for the greatest percent of circulation overall, employed persons the least. Usage by these groups differs at the branches and bookmobiles. Elementary school students account for the bulk of the bookmobile circulation, correlating with the high degree of juvenile use.

High school and college students use the bookmobile very little but use the branches to a higher degree. Employed persons account for only a small percentage of bookmobile circulation and the largest percent of Old Bridge's circulation. Nowhere does circulation by employed people equal their percent in the population. Housewife use is about the same at the branches, but higher on the bookmobiles.

From the experience of other libraries opening new, modern facilities, circulation should increase greatly in Old Bridge Township when the central library opens, not only there but at the present Laurence Harbor branch and on the bookmobiles. There should be a decrease in circulation from the Old Bridge branch, with the transfer of the reference collection and service, as well as AV material to central. Circulation to students especially should increase, with the proximity to both high schools and one middle school. The training of a back-up bookmobile driver, which would lessen breaks in service, would encourage steadier circulation than at present. Circulation to residents of the central and southwestern areas of the township will also increase because of their greater proximity to the library. While adult males will never account for a

large percent of circulation in a commuter area, the provision of business and government reference materials should cause a rise in usage by this group. A realistic goal for Old Bridge Public Library would be a circulation rate of five books per residents or ten per registered borrower, if registration goals are met.

Registration

Registrations are kept separately by both branches and both bookmobiles, though cards may be used anywhere in the system. Anyone who lives, works or owns property in the township may register without charge. The non-resident fee is $5 per year. Cards are otherwise valid for three years. There are no renewals of cards, only re-registrations.

Children may have their own library cards whenever they can write or print their names, but are issued juvenile cards up to the age of 14. Parents are required to sign all juvenile registration cards to indicate that they are willing to have the child take out books and that they understand they are responsible for the child's reading choices.

Until 1976, registration figures were kept for the number added each year rather than for the total number valid at any point. Since they are good for three years, this means that the number added for any period of three years should show the total number valid at the end of that period. Using the statistics in Table 35, this would give a total of 10,543 from January 1973 to December 31, 1975:

Table 35
Old Bridge Public Library
REGISTRATIONS ADDED, 1970-1975
1970-1975 Old Bridge Public Library Statistics

	LH	OB	BKM	TOTAL	% CHANGE
1970	925	2476	-	3401	
1971	525	1911	-	2436	-28.4%
1972	264	2146	-	2410	- 1.1%
1973	393	1925	-	2318	- 3.8%
1974	690	2364	472	3526	+52.1%
1975	638	2307	1754	4699	+33.3%

An actual count taken in December, 1975 showed 11,421 registrations.

Table 36
Old Bridge Public Library
REGISTERED BORROWERS BY FACILITY
December 31, 1975 Count

	Laurence Harbor	Old Bridge	Bookmobiles	Total Library
Adult	1,294	4,536	909	6,739
Juvenile	626	2,742	1,314	4,682
Total	1,920	7,278	2,223	11,421

A previous count taken in March 1974 showed 7,051 valid registrations at Old Bridge and 1,496 at Laurence Harbor, a total of 8,547. At present both total and net added registrations are being kept.

In both branches adult registrations are about twice the number of juvenile, but on the bookmobiles there are nearly 50% more children registered than adults. The total number of registered borrowers in December, 1975 represents 21.3% of the population. The library's goal of reaching 25% of the population registered during 1976 was met by June of the year when 14,089 borrowers were registered out of an estimated 56,000 township population.

Analysis of Registrations

An analysis of registered borrowers was made by sampling the library's registration files during November 1975 and tabulating the results according to tract of residence and by age/sex and student/occupational status groups.

Registration by tract of residence

Results showed that the bulk of the registered borrowers at each facility tend to come from the tracts closest to each branch:

Table 37
Old Bridge Public Library
RESIDENCE OF REGISTRANTS
November 1975 Registration File Sample

	POPULATION	FACILITY REGISTRATION			
	OB Twp.	OB Branch	LH Branch	Bookmobiles	Total Library
	% of pop.	% of reg.	% of reg.	% of reg.	% of reg.
	N=48,715	N=268	N=70	N=70	N=408
TRACT					
0077 OB	18.2%	25.7%	-0-	18.6%	20.1%
0078.01 Gl	4.0%	6.0%	1.4%	1.4%	4.4%
0078.02 SWS	36.2%	49.3%	1.4%	14.3%	35.1%
0079.01 Ch	5.1%	-0-	8.6%	7.1%	2.7%
0079.02 LKW	5.6%	9.7%	1.4%	4.3%	7.4%
0079.03 CP	20.7%	8.9%	8.6%	37.1%	13.7%
0080 LH	13.8%	-0-	77.2%	12.9%	15.4%
RD & No Ans.	-	-0-	-0-	4.3%	.7%
Out of town	-	.4%	1.4%	-0-	.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

To the west of Highway 9, Old Bridge, Glenwood and Sayrewoods South residents account for 81.0% of the registrations at the Old Bridge branch. In the Laurence Harbor area, residents of Laurence Harbor account for 77.2% of that branch's registrations. The Central Park tract, which is in the center of the township and furthest from either branch, contributes the largest percent of registrations on the bookmobiles, 37.1%.

The percent of total library registrations at each facility as determined by the sample was:

Table 38
Old Bridge Public Library
REGISTRATION BY FACILITY
November, 1975 Registration File Sample

FACILITY	PERCENT OF REGISTRATION
OB Branch	65.6%
LH Branch	17.2%
Bookmobiles	17.2%
Total Library	100.0%

The high proportion of registrations at the Old Bridge branch are partially accounted for not only by the larger number of people living closer to that branch, but also because the Laurence Harbor branch was closed for renovation during 1972 and 1973 and the bookmobile service not instituted until 1974. Since the present system of a three year registration period was instituted in 1970, a large number of borrowers whose registration cards expired in the early part of 1973 were only able to obtain new cards at the Old Bridge branch.

It can be assumed that those registering on the bookmobiles since the service was begun in the summer of 1974 are a group previously unreached by library service as anyone who had previously registered at one of the branches would not have to re-register to use the bookmobile.

The index of registration arrived at by dividing the percent of registrants from each tract by the percent of population residing in each tract emphasises this higher degree of registration in relation to population closer to the branches:

Table 39
Old Bridge Public Library
INDEX OF REGISTRATION BY TRACT OF RESIDENCE
% Registered - November, 1975 Registration File Sample
% Population - 1970 Census Data

TRACT	OB Branch	LH Branch	Bookmobiles	Total Library
0077 OB	1.41	-	1.02	1.10
0078.01 Gl	1.50	.35	.25	1.10
0078.02 SWS	1.51	.04	.44	1.08
0079.01 Ch	-	1.69	1.39	.53
0079.02 LKW	1.73	.25	.77	1.32
0079.03 CP	.43	.05	1.79	.66
0080 LH	-	5.59	.94	1.12

The outstanding exception to this general trend is the Lakeridge West tract, where residents show the highest degree of registration in total library figures, and also at the Old Bridge branch.

Cheesequake, with the lowest index of registration in total library figures, shows the second highest on the bookmobiles and at Laurence Harbor. The next lowest, Central Park, shows the highest degree of registration on the bookmobiles. The higher degree of registrants from these two tracts when service is brought closer to home would indicate that registrations from these areas will increase when the central library opens nearby. However, the outlying northern areas of the Central Park tract, and the number of senior citizens concentrated in the Cheesequake tract, would also indicate continued need for bookmobile services. Further, in the Old Bridge tract, which also contains outlying areas to the west, there has been a high degree of bookmobile registrants, and in Laurence Harbor the proportion of bookmobile registrants is only slightly lower than that of population. While distance from an established branch does seem to increase the index of registration on the bookmobile, proximity to a branch does not seem to necessarily decrease the percent of new borrowers registering on the bookmobiles.

Registration by age and sex groups

Results of the registration sample indicate that the proportion of adult/juvenile and male/female registrants is fairly similar at all facilities, with a larger percentage of adults and of females registered than of juveniles or males. (see Table 40)

At all facilities, adults and juveniles are registered in percentages close to the percentage of these age groups in the township population. Although the Laurence Harbor branch has a percentage of adult borrowers larger than the percentage of the over 14 age group in the total township population, comparison with the 1970 census data reveals that this is the same proportion of age distribution as the population of the Laurence Harbor tract - 30.2% to age 13, 69.8% age 14 and over. This is shown by the indexes obtained by dividing the percentage of registration by the percentage of population for the total township and library and comparing it with the same index for the Laurence Harbor tract and branch.

Table 41
Old Bridge Public Library
INDEX OF REGISTRATION BY AGE/SEX GROUPS
% Registration - November, 1975 Registration File Sample
% Population - 1970 Census Data

Total Library

	Male	Female	Total
Juvenile	.97	.94	.96
Adult	.72	1.30	1.02
Total	.31	1.18	-

Laurence Harbor

	Male	Female	Total
Juvenile	1.18	.78	.99
Adult	.78	1.27	1.003
Total	.90	1.10	-

Table 40
Old Bridge Public Library
AGE/SEX OF REGISTRANTS
November, 1975 Registration File Sample
1970 Census Data

Old Bridge Branch
Percent of Old Bridge Registrants
N=268

	Male	Female	Total
Juvenile	16.8%	17.2%	34.0%
Adult	23.1%	42.9%	66.0%
Total	39.9%	60.1%	100.0%

Laurence Harbor Branch
Percent of Laurence Harbor Registrants
N=70

	Male	Female	Total
Juvenile	18.6%	11.4%	30.0%
Adult	27.1%	42.9%	70.0%
Total	45.7%	54.3%	100.0%

Bookmobile Service
Percent of Bookmobile Registrants
N=70

	Male	Female	Total
Juvenile	18.6%	18.6%	37.2%
Adult	18.6%	44.3%	62.8%
Total	37.2%	62.8%	100.0%

Total Library
Percent of Total Registrants
N=408

	Male	Female	Total
Juvenile	17.4%	16.2%	33.8%
Adult	23.0%	43.1%	66.2%
Total	40.4%	59.3%	100.0%

Township Population
Percent of Township Population
N=48,715

	Male	Female	Total
To 13	17.9%	17.2%	35.1%
14 & over	31.8%	33.1%	64.9%
Total	49.7%	50.3%	100.0%

At all facilities females constituted a larger percentage than males. The distribution of registrations by juveniles is fairly close to the sex distribution of this age segment of the population, except at Laurence Harbor, where there is a higher degree of juvenile male registrants and a lower degree of juvenile female than in the Laurence Harbor census tract. The high degree of adult female registrations in relation to adult female population accounts for the difference in the male/female ratio. At all facilities, adult males are the lowest percent of registrations in relation to population.

Registration by student/occupational groups

Based upon patron's response to "Occupation" on their registration card, the tabulation shows over half the library's registrants to be students, a much greater proportion than the percent of the population enrolled in school:

Table 42
Old Bridge Public Library
STUDENT/OCCUPATIONAL STATUS OF REGISTRANTS
November, 1975 Registration File Sample
1970 Census Data

	OB Branch % of reg. N=268	LH Branch % of reg. N=70	Bookmobiles % of reg. N=70	Total Library % of reg. N=408	Township % of pop. N=48,715
Students	50.0%	50.0%	65.7%	52.7%	32.5%*
(Elem.)	(33.9%)	(28.6%)	(48.6%)	(35.5%)	(23.5%)
(HS & Coll)	(16.0%)	(21.4%)	(17.1%)	(17.2%)	(8.9%)
Housewives	18.7%	14.3%	12.9%	16.9%	15.5%
Employed	24.3%	17.1%	4.3%	19.6%	60.6%
Retired & NA	7.0%	18.6%	17.1%	10.8%	
	100.0%	100.0%	100.0%	100.0%	

*Based on 1970 Census Data: Population Enrolled in School; Employment Status of Women with Husband Present; Employed Males and Females.

Student registration is highest on the bookmobiles, with almost half of the new registrations being issued to elementary school students, more than double their percent of the population. High school and college student registration is almost twice the proportion of these students in the population and fairly uniform at the branches and bookmobiles. Elementary school student registrations seem to be increased through outreach services, but high school and college student registration is proportionally the highest in relation to population regardless of facility.

The percentage of registration among housewives is close to their percent of the population at all facilities. While 60.6% of the township population was employed in 1970, only 19.6% of library registrants stated an occupation. Among bookmobile registrants, registration by employed persons is extremely low, but even at the Old Bridge branch, which shows the highest percent, employed persons account for less than half the proportion of library registration as their proportion of the township population. The retired or those not stating an occupation (presumed to include retired as well as unemployed) appear in greater proportions among Laurence Harbor branch and bookmobile

registrants. These facilities both showed a high index of registration from the Cheesequake tract, which includes the Senior Citizens' village, and there is also a high proportion of senior citizens residing in the Laurence Harbor tract.

Analysis of Degree of Circulation to Those Registered:

The above analyses of circulation and registration indicate the degree of borrowing and registration by the various population groups by comparing their percent of library activity with their proportion of the general population. Some variations between circulation and registration became apparent; for example, housewives accounted for a percent of registration about equal to their percent of the population, but accounted for a much larger percent of the library's circulation.

To determine the intensity of use among the library's registered borrowers, the percent of circulation to residents of the seven census tracts and by the various age/sex and student/occupational groups was divided by the percent of registrants in each group. The resulting Borrowing Index indicates which groups tend to be regular or heavy users, having an index over 1.00, and which are occasional or light users, having an index under 1.00.

Degree of use by tract residents

The following Borrowing Index demonstrates the variations in intensity of use by registered borrowers residing in each tract at each facility and for the library as a whole. Interpretation of these figures should take into account that during the current registration period the Laurence Harbor branch was closed for one year and the bookmobile service not in operation until August, 1974. There are, therefore, a number of borrowers who registered at the Old Bridge branch but are now using Laurence Harbor or the bookmobiles.

Table 43
Old Bridge Public Library
BORROWING INDEX OF CENSUS TRACT RESIDENTS
% Circulation - November, 1975 Circulation File Sample
% Registration - November, 1975 Registration File Sample

	OB Branch	LH Branch	Bookmobiles	Total Library
0077 OB	.93	-	.78	.80
0078.01 Gl	1.12	-	-	.91
0078.02 SWS	.88	-	.96	.74
0079.01 Ch	-	.70	.80	1.19
0079.02 LKW	1.11	-	2.63	1.18
0079.03 CP	1.02	1.94	.98	1.39
0080 LH	-	.82	.75	1.05
Total Township	.74	1.21	1.79	

Registered borrowers from Central Park use the library most heavily, and are also the heaviest borrowers among those registered at the Laurence Harbor branch. Cheesequake and Lakeridge West registrants also have a high degree of usage in relation to registration. As these tracts are furthest from the present branches, this index indicates that it is primarily the motivated, heavy library user who is registered from these areas. While the indices of circulation and registration in relation to population showed heavier borrowing and registration among the population living close to a branch, the Borrowing Index indicates that while nearby population may register in greater numbers than the rest of the township, those registering include more light or infrequent users.

Degree of Use by age and sex groups

The intensity of use among male/female and juvenile/adult registered borrowers is illustrated by the Borrowing Index resulting from dividing the percent of circulation to each group by the percent of that group registered:

Table 44
Old Bridge Public Library
BORROWING INDEX OF AGE/SEX GROUPS
% Circulation - November, 1975 Circulation File Sample
% Registration - November, 1975 Registration File Sample

Total Library

	Male	Female	Total
Juvenile	.82	1.01	.93
Adult	.62	1.26	1.04
Total	.70	1.21	

Laurence Harbor

Juvenile	.27	1.24	.64
Adult	.65	1.46	1.15
Total	.50	1.42	

Results show that there is a greater divergence in circulation to these groups than in registration. While Table 41 showed male juveniles to be registered in only slightly less proportion than their percent of the population, the Borrowing Index indicates those registered take out less books. The reverse is true of adult females. The pattern is even more divergent at Laurence Harbor. The heaviest registered library user is the adult female, while the adult male is more likely to be a less frequent borrower at the library.

Degree of use by student/occupational groups

Table 45 indicates the degree of borrowing of those registered by their student or occupational status:

Table 45
Old Bridge Public Library
BORROWING INDEX OF STUDENT/OCCUPATIONAL GROUPS
% Circulation - November, 1975 Circulation File Sample
% Registration - November, 1975 Registration File Sample

	OB Branch	LH Branch	Bookmobiles	Total Library
Students	.41	.67	.89	.75
(Elem.)	.48	.58	1.15	.80
(HS & Coll)	.87	.78	.15	.63
Housewives	1.21	1.66	2.50	1.58
Employed	1.16	.70	.51	.86

Highest intensity of use among those registered is by housewives, particularly those registered on the bookmobiles. Books taken out by housewives are not always for their own use. Housewives often act as messengers, checking out books for their husband's or children's use. As pre-school children are not issued cards, most of the large circulation of picture books for children is done by mothers.

Students use shows some interesting variations. On the bookmobiles, elementary students were registered in far greater proportion than their percent of the population, and they also tend to be heavy users. At the branches, however, while there is a high proportion of registration among elementary school students, they are the lightest users. High school students are uniformly registered at all facilities at double their percent of the population, but are infrequent users of the bookmobiles and, while heavier users of the branches still show an index under 1.00, indicating less frequent use.

Although both registration and circulation by employed persons is much lower than their percent of the population, among those employed persons who are registered, there is a high degree of usage at the Old Branch branch.

Registration, like circulation, should rise when the central library opens, both because of the greater visibility of the library and increased proximity to the library for new groups. Registration will never equal population since infants do not have cards and there is always a percent of population which is functionally blind or illiterate (20% of U.S. population), although registration for use of AV materials by these groups should be encouraged. The library should promote the registration of all eligible library users, rather than the use of single family card (usually that of an adult female housewife). A long-term goal of 50% of population registered - twice the present level - would seem realistic for the Old Bridge Public Library.

Summary of Circulation and Registration

The greatest proportion of registration and circulation at the branches is to nearby residents and on the bookmobiles to residents further from a branch facility, as indicated both by the percentage of registration and circulation at each facility and by the indices in relation to population. The Borrowing Index shows, however, that those furthest from a facility who are presently registered tend to be more frequent borrowers. This is particularly noticeable among registrants of the Lakeridge West tract. Among the more average user, a service facility close to home increases the likelihood of registering and using the library. It can therefore be anticipated that the opening of the new central facility will dramatically increase usage by residents of the Central Park and Cheesequake tracts which together contain over 12,500 people. Bookmobile service will continue to be needed throughout the township as well as in the outlying areas as the indices show that even near a branch facility registration on the bookmobiles approaches a percent similar to the proportion of the area's population.

A striking fact pointed up by the use of indexes in this analysis was that while the Laurence Harbor branch accounts for a smaller percent of the library's total registration and circulation, these figures when compared to population in the area show that it is the most intensively used by local residents of any of the library's facilities.

Registration by adults and juveniles is very close to their percents in the population, being only slightly less for juveniles. Circulation to these age groups also shows only a minor variation, with juveniles taking out slightly less and adults slightly more. These differences are counteracted by the fact that most books for preschoolers are checked out by an adult.

Between males and females, there is a more dramatic difference. While juveniles register and borrow in fairly close proportion to their age groups in the population, male adults are under-represented among the library's users. Further, among registered adults, females are much more frequent borrowers. Some of this difference may be accounted for by wives checking out books which will be read by husbands also.

Employed persons appear to account for less of the library's registration and circulation than their proportion of the population. However, at the Old Bridge branch, which is presently the main reference branch, those who are registered are among the heaviest users. This would indicate that further development of reference services at the central facility will increase usage by employed adults. While students are the bulk of the library's registrants they are less frequent users, undoubtedly prompted by school assignments. High school and college student use is also expected to increase as reference and research facilities are further developed at the central facility. Housewife registration is close to their proportion of the population, but they are the library's heaviest borrowers. Housewife and elementary student use is highest on the bookmobiles, employed persons and advanced students show increased usage at the branches, particularly where the major reference collection is situated.

The library should continue to serve those groups who are presently heavy users while developing collections and services to meet the needs of those groups who show less usage in relation to population. The development of bookmobile service has increased registration significantly indicating a need to bring outreach services to a great number of township residents. Placement of the new central facility in what appears to be an excellent location should also increase usage. Collection and program development should seek to identify and meet the needs of the employed and the more advanced student groups for reference and information as well as expand the recreational and cultural functions of the library.